

OVER 150
NEW
STYLES

4389

THE FASHION SHOWCASE
FOR WOMEN'S CLOTHING



First stop for
new school clothes
... your nearest
Quadriqa counter

There you'll find the Fall prints that give you the go-sign to start sewing! Take your daughter with you... let her help choose from Quadriqa's dazzling designs and 53 plain colors. Introduce her early to this fine cotton fabric that will be her friend for life... so easy to sew, easy to care for, easy to afford. Remember—"The girl who sews has better clothes."

SMART MONEY BUYS
E&W
Quadriqa Cloth
IT'S NEEDLEIZED



ALSO AT BETTER STORES—E&W QUADRIQA SHIRTS, PAJAMAS, SPRING-BAK SHORTS, DORNA GORDON AND JANE CLAY DRESSES, AND GILBRAE FABRICS

LANKENAU'S LA CLAIR

YOUR PARTNER IN
SUCCESSFUL SEWING



*Simplicity Pattern
4378*

*Swing your partner...
Lankenau's rayon and acetate
Bouclé... into Fall's most dramatic
suits, dresses and separates.*

*This beautifully textured new fabric
... and you... can do wonders.*

*Just picture yourself in an
expensive-looking Bouclé wardrobe
that never betrays its little price.*

Lankenau COMPANY, INC.

1450 BROADWAY, NEW YORK, N.Y.

Send them off to school —
DISCIPLINED!



SIMPPLICITY PATTERN 4383, SIZES 1-6 • SIMPLICITY PATTERN 4393, SIZES 7-14



Bates Disciplined cotton is easy to keep up:
wrinkles shake right out, spots and dirt stay away.
When washday does roll around, it needs no
starch, dries fast, irons with a quick lick. And all
its unique advantages are permanent!

Simplicity Patterns are extra easy to make up:
little sister's amethyst dress has a ruffled hem to
peek out under her periwinkle blue pinafore. Big
sister's dress has a carnation pink top with black
diamond skirt and waistcoat. Bates Disciplined
cotton comes in every beautiful color you can
think of. Look at them all and make up your own
original color combinations.



OPERATOR 25 IS FREE TO CALL UP:
just call Western Union Operator 25
and ask where you can buy Bates Disci-
plined cotton and Simplicity Patterns.
No charge for this service.

Bates DISCIPLINED FABRIC

CONE VELVELETTE*

The Flannelette of Fashion

DREAM WORLD of cozy sleeping comfort... yours for the sewing with Cone Velvelette*, the famous fashion fabric for frosty nights. The gently napped surface is delightfully soft to handle, easy to sew. The designs are all precision-printed in colors of vat fastness. Get ready now for snug, anti-sniffle winter sleeping by making your own pretty and practical nightwear of Cone Velvelette*.



Simplicity pattern numbers:
Misses' gown 4140, Child's pajama 4130, Teen pajamas 3392

Guaranteed by
Good Housekeeping
NOT ALL ADVERTISED THIS MONTH

Looking for all the world like custom couture prints...

new
COURTESY™

FINE COTTONS



Simplicity Patterns
Mother (4428)
Child (4449)

Now — for the first time ever — you can choose superbly styled, brilliantly colorful prints — in practical, washable percale! Only Lowenstein, world's largest producers of printed percales, could bring you so much high fashion ... at such penny-wise prices. Ask for Courtesy Fine Cottons by name ... at selected department stores in the U. S. and Canada.

about 59c a yard



Courtesy Fabrics Available at These and Many Other Fine Stores:

*Akron.....A. Polksky
Atlanta.....Rich's
Baltimore.....Hochschild, Kohn & Co.
Bridgeport.....Howland Dry Goods Co.
Cincinnati.....The John Shillito Co.
Cleveland.....Halle Bros.
Cleveland.....The Higbee Co.
Columbus.....F. & R. Lazarus Co.
Dallas.....A. Harris & Co.*

*Dayton.....Rike Kumler
Detroit.....J. L. Hudson
El Paso.....Popular Dry Goods Co.
Hollywood.....B'way Dept. Store
Kansas City.....Jones Store Co.
Los Angeles.....B'way Dept. Store
Louisville.....A. J. Bacon & Sons
Minneapolis.....The Dayton Co.
Montgomery.....Montgomery Fair*

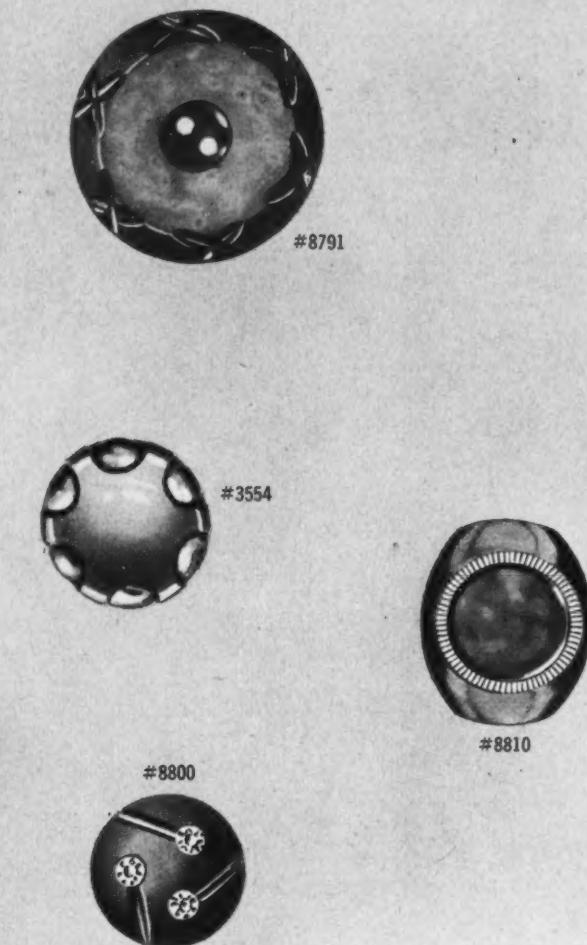
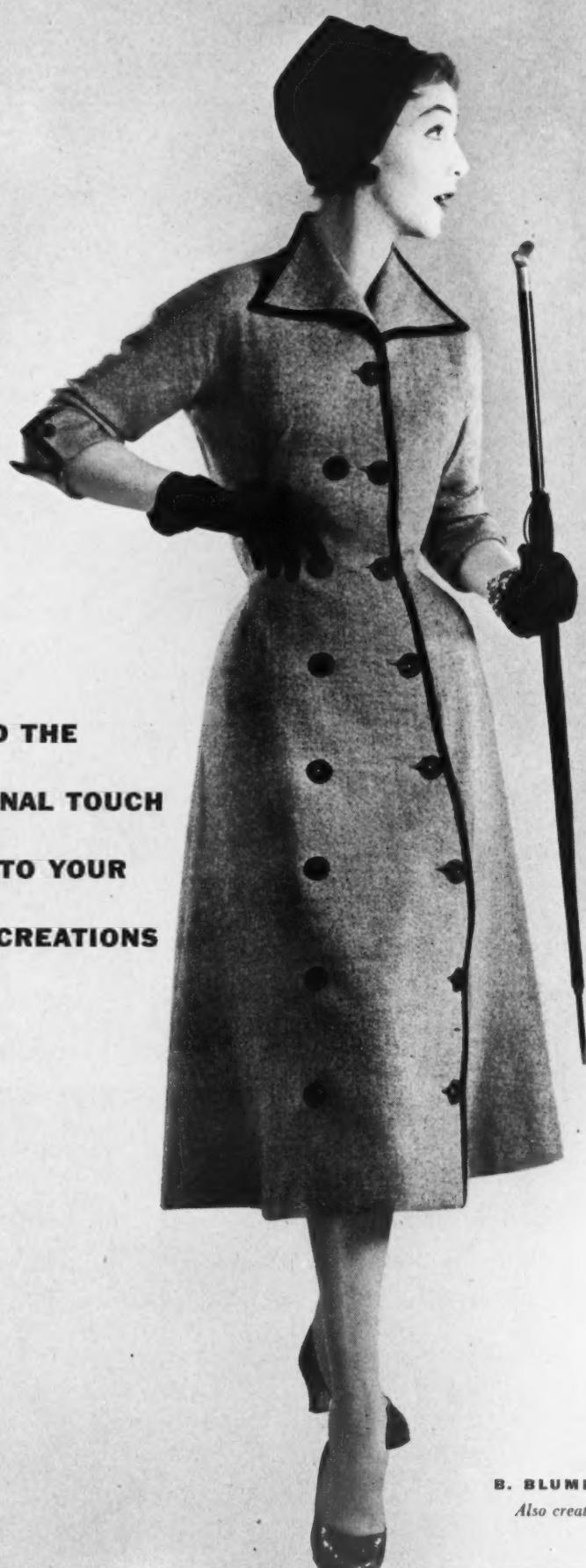
*Nashville.....Castner Knott
Newark.....L. Bamberger & Co.
New Orleans.....Krauss
Omaha.....J. L. Brandeis & Sons
Orlando.....Dickson & Ives*

*Philadelphia.....Wanamaker's
Phoenix.....Korrick's
Portland.....Meier & Frank
Richmond.....Thalhimer Bros.
Seattle.....Bon Marche*

*Syracuse.....C. E. Chappell & Sons
Terre Haute.....Root Dry Goods
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Canada.....T. Eaton*

BELAIRE FABRICS, a division of M. LOWENSTEIN & SONS, INC. New York 13, N. Y.

**ADD THE
PERSONAL TOUCH
TO YOUR
FASHION CREATIONS**



...WITH LA MODE BUTTONS

Touch of genius . . . the exquisite, exactly right
La Mode buttons to complete your creative
artistry. Choose from La Mode's excitingly new,
Paris-inspired collection . . . just the accessories that
make your every costume a fashion creation.



B. BLUMENTHAL & CO., INC., 1372 BROADWAY, N. Y. 18, N. Y.

Also creators of famous Le Chic fashion buttons featured mainly in variety stores



SPRINGMAID presents a
fashion forecast in a
wide range of rich fall colors

Beautifully drapable... easy to sew...
lustrous SPRING KNIGHT Sanforized
broadcloth is available, at your favorite
store, in a thrilling array of 29 washable
fashion-bright colors for fall. See them
now! And remember—Sanforized means
you can cut to fit!



Write Box 111
at address below for pattern numbers

Ask to see the *new* SPRING KNIGHT
line of printed broadcloth in colorful
companion styles... they're tops
with the nation's leading designers.

The Springs Cotton Mills
Lancaster, South Carolina



SPRINGMAID®
SPRING KNIGHT®

HAT and BAG—
pattern #4066

JACKET—
pattern #4445

SKIRT—
pattern #4301

go *Continental*

WITH **VEL-FEL** FELT

Home-Sew this Easy-to-Make
"Continental" Skirt, Jacket and Hat
—using Simplicity Patterns!

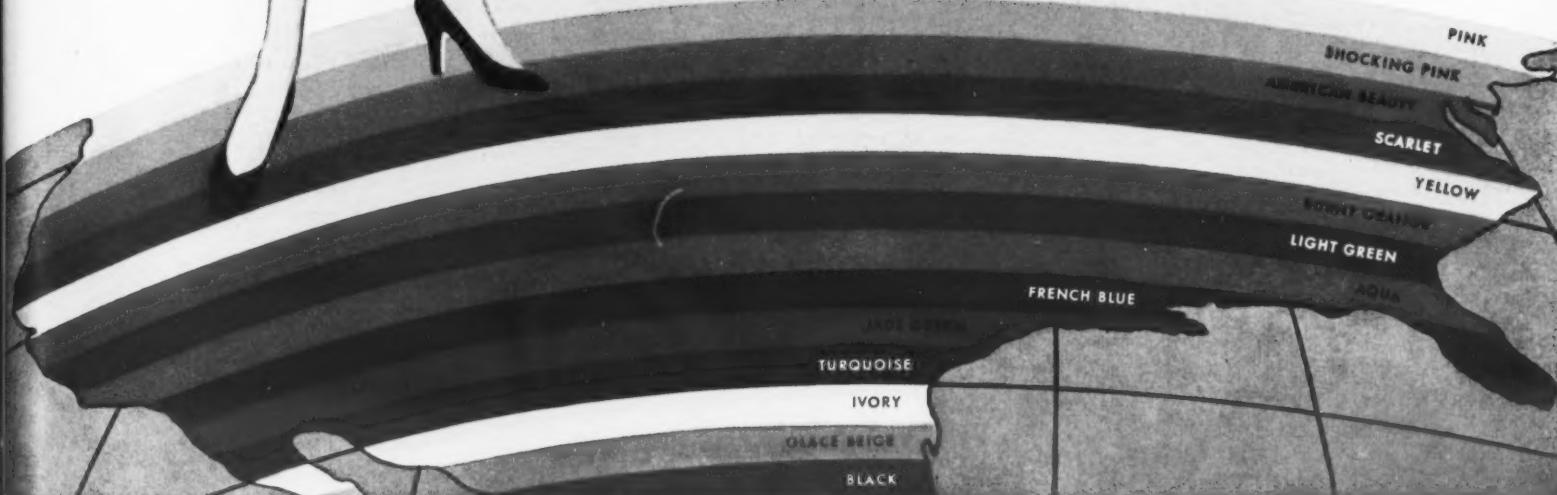
There is a brilliant season ahead for these wardrobe-welcome,
Continental Felt Separates styled by Simplicity!

With VEL-FEL the garments will drape into soft, graceful
folds, highlighted by the sheen of its luxurious fibre-free
finish. And they are so simple to hand-sew—so quick to
complete—no hems, no linings, no facings, no needle
skill for a satisfying, professional result *at small cost*.

Use harmonizing or contrasting colors of your
choice from Continental's exciting selection of
fashion-favored shades.

Ask for VEL-FEL where you buy your fabrics. It's long wear-
ing, 100% wool, 72" wide. Look for the name VEL-FEL on
the selvage—it's your assurance of superior quality.

CONTINENTAL **FELT** COMPANY, INC. 1905
22-26 WEST 15TH STREET
NEW YORK II, N. Y.



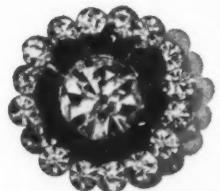
SAG-NO-MOR®

worsted wool jersey by *Wyner*

FASHION INSPIRATION flows easily from a length of Sag-No-Mor. You'll love its glowing colors . . . its "go-together" patterns-and-plains . . . its wonderful shape-control. These are the exclusive features that make Sag-No-Mor the choice of our most gifted designers.

Shown here, Simplicity's #4398. Ask salesperson for tearsheet, "How to Handle Sag-No-Mor Professionally," from booklet at end of bolt or write Dept. S, Wyner Fabrics Ltd., 1441 Broadway, New York 18. Mention nearest city. Enclose self-addressed envelope.





CENTER OF FASHION FOR FALL

Turn any direction...Buttons by B.G.E. Originale are the center of attraction. They've a distinguished claim to fashion and lend significance to all the costumes you sew. See them at your favorite Button Counter.

THE B.G.E. ORIGINALE (READING FROM TOP DOWN) ARE NUMBERS:
8266, 3032, 6573, 7439 AND 5233.

B.G.E.
Originale* BUTTONS—BUCKLES
ST. M. REG.

SUIT BY MONTE-SANO & PRUZAN

BAILEY, GREEN & ELGER, INC., 136 MADISON AVENUE, NEW YORK 16, N.Y. ©

Only **SINGER** offers you this complete choice!



2. Swing-needle

AMAZING "ZIGZAG" MACHINE

With this "almost-human" machine you can do beautiful straight sewing—plus all sorts of fancy, decorative stitching.

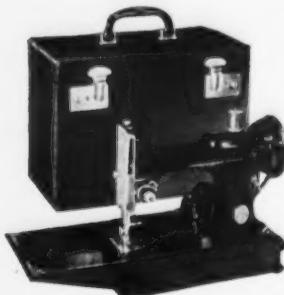
Finest of all "zigzag" machines. It embroiders, monograms, finishes seams, sets in lace, sews on buttons and snaps, makes buttonholes—without special attachments. Does them with the ease and sureness you get only in a SINGER.

Compare—and see. This wonderful swing-needle machine comes in a variety of SINGER cabinets.



1. Straight-needle

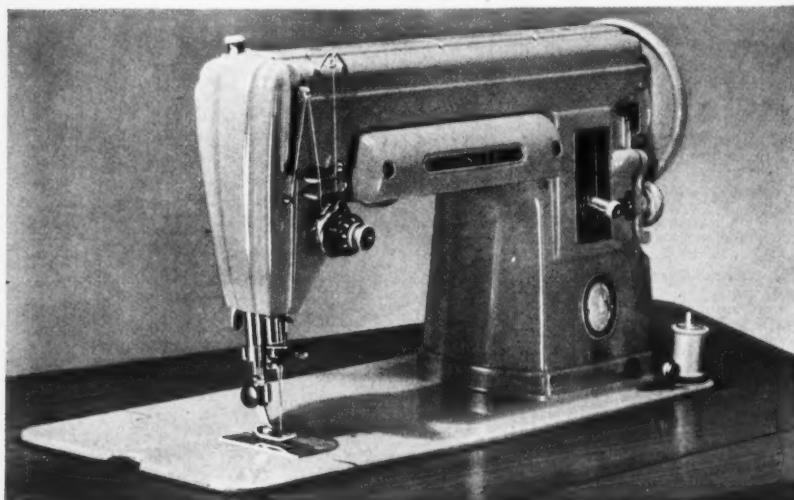
MOST FAMOUS, FAMILIAR SINGER



Best-known, best-loved sewing machines in all the world. There's a straight-needle SINGER to fit your home, your idea of price.

Several great styles to choose from—each in a variety of handsome cabinets, modern or period designs. Portable models, too, including the popular FEATHERWEIGHT.*

Smooth-stitching, easy-running; so completely dependable. They offer you forward-and-back sewing, nonglare lights, easy tension and stitch regulators—many SINGER features developed through 100 years of leadership.



Try all *three* great SINGER* Sewing Machines—choose *yours* this week. Whichever type of sewing machine you prefer—SINGER offers you the leader in its field! Easy budget terms. Liberal trade-in allowances.

SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU

3. Slant-needle

LAST WORD IN SEWING EASE



Now for the first time—a machine with a needle that slants *toward* you instead of being straight up and down. Makes it easier to see as you sew, easier to "feed" fabrics.

And—it's a cabinet and portable all in one. (Light-weight aluminum head lifts out, has easy carrying handle.) Lots of other exclusive new features. Beige color or black.

Comes in new Spinet Cabinet—with a leaf that opens *toward* you so you can sit more comfortably, sew more conveniently. Other popular cabinet styles, too.

***Don't be misled.** SINGER sells and services its products only through SINGER SEWING CENTERS, identified by the Red "S" Trade Mark on the window, and listed in your phone directory only under SINGER SEWING MACHINE COMPANY.

There are more than 1300 SINGER SEWING CENTERS coast to coast... and more than 4000 SINGER service cars always ready to bring SINGER service right to your door.





No. 1 TOPIC OF CONVERSATION...THE WONDERS OF Wrinkl-Shed*



But just in case *you* haven't heard...when you make these back-to-school beauties of Dan River's exciting new bright-with-dark designs...you'll cut YOUR homework in half! For *Wrinkl-Shed* crush-resistant cottons by Dan River stay fresh and clean longer...launder faster...never need "in-between" pressing. Available by the yard at better stores everywhere. Little Sister's lively plaid is green, brown and blue flashed with red. Simplicity Pattern #4387.

Big Sister's almost-grown-up dress is plaid with a worsted look...in black, grey and muted blue flashed with red. Simplicity Pattern #4400.

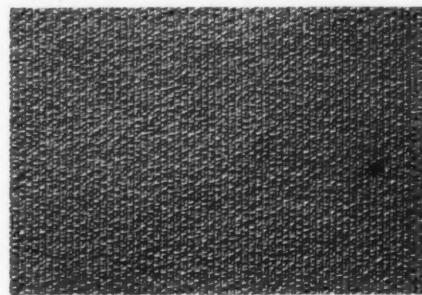
Fabrics with fashion woven in!

**DAN
RIVER**

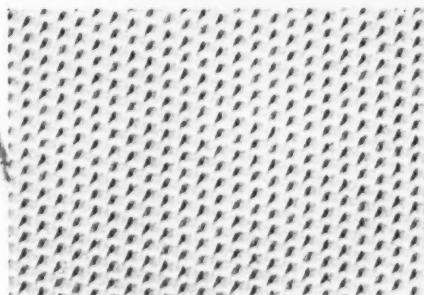
DAN RIVER MILLS, INC., DANVILLE, VA. Makers of Dan River® Dress Fabrics, Wrinkl-Shed® Wrinkle-resistant Cottons, Sportswear Fabrics, Shirtings, Stormwear Fabrics, Suitings, X-2® Stabilized Washable Rayon and Rayon Blend Fabrics, Yard Goods, Sheets and Pillow Cases. *Registered Trade Mark for Dan River Mills' wrinkle-resistant cottons.

It's Simplicity, itself...to sew these crisp, dry Mallinson fabrics

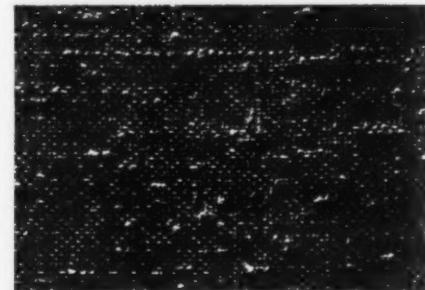
Your Fall wardrobe will
be on your back in no time when you
work with any one of these five
Mallinson textures. They're so easy
to tailor and sew. Each is a masterful
blend of acetate and rayon. At
yard goods counters of all
fine stores.



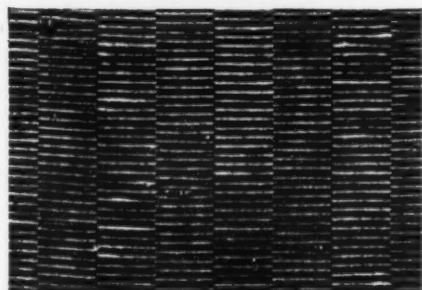
THEME SONG...a wool-textured dress
crepe in "Moulin Rouge" colors.



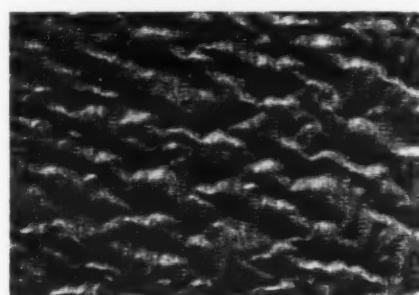
CREPIQUÉ...a new surface-interest dress
crepe with the third dimension of a pique
weave.



PORALIN TWEED...a light-weight tweed
bouclé.



EN TOUR...new design interest in a crisp
dress faille.



TRIPLE SEC...a conservatively styled
crinkled matelassé.

Mallinson fabrics



National Mallinson Fabrics Corp.
1071 Avenue of the Americas, New York 18
Chicago • Seattle • Los Angeles • San Francisco

Schooltime is *Blu Surf* denim time

Youngsters look their best at school when they are dressed in colorful BluSurf® denim.

BluSurf denim is an ideal home-sewing fabric. It's soft, yet sturdy and easy to launder. Use it for full-skirted dresses or crisply tailored suits . . . it's Sanforized for lasting fit.

BluSurf is available at your favorite piece-goods counter in a wide choice of pastels, deep shades and blending stripes.

ERWIN MILLS



Selling Agents:
Joshua L. Baily & Co.
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New York 13, N. Y.

Simplicity 4383

Simplicity 4451



the original washable wonders...

LEBANON's

WASHaFLAN® and washajersi

*The luxurious, by-the-yard Sanforlan® woolens that
Suds So Simply... Never Shrink!*

Simplicity Patterns

#4406 Jumper of WASHaFLAN

Blouse of washajersi

#4104 Child's dress of WASHaFLAN

Weskit of washajersi

WASHaFLAN,

a blend of 85% wool and

*15% nylon flannel with a yen for the
washing machine, and washajersi,
a 100% wool jersey that thrives on
sudsing... the original washable wonders
that come off the clothesline looking
soft and fluffy. Both are popularly
priced, and sold by-the-yard in over
2,000 fine stores from coast-to-coast.*



At stores listed, or for store nearest you, write to Lebanon Fabrics Corp., 450 Seventh Avenue, New York 1.

Aberdeen, Wash.	Pearson's	Coolidge, Ariz.	Cohen's Popular Dept. Store	H. P. Wasson & Co.	Bloomingdale Bros. Fresh Meadows	Frost Bros.
Abilene, Texas	The Fabric Mart	The Hub	Hissner's Fashion Fabrics	R. E. Kennington Co.	New York City, N. Y.	Walker's
Albany, Ore.	Hannigan's	Coral Gables, Fla.	Johnston's	Strawbridge & Clothier	New York City, N. Y.	Emporium
Albuquerque, N. M.	Miller's	Covington, Ore.	A. Harris & Co.	Penn Trafic Co.	New York City, N. Y.	Chandler's Silk Store
Alhambra, Calif.	Daves Ltd.	Dallas, Texas	Titchie-Goettner	Gilmores Brothers	John Wanamaker	Deseret
Altoona, Pa.	The Wm. F. Gable Company	Danville, Ill.	Mels Bros.	Probst's Co.	Scranton, Pa.	Barney Co.
Amarillo, Texas	The Fabric Mart	Denton, Texas	Miller's	Probst's Co.	Scranton, Pa.	Scranton Dry Goods Co.
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Ann Arbor, Mich.	B. E. Moshier	David City, Neb.	Geo. Schweser's	W. H. Turner Co.	Sharon, Pa.	Sharon Store
Appleton, Wis.	H. C. Prange Co.	Decatur, Ill.	Fay Fabrics	Wm. Dommerger C.	Shelton, Wash.	Lumbermen's Mercantile Co.
Armona, Calif.	Empire Silk Store	Des Moines, Iowa	Florin's Dry Goods Co.	Wm. Dommerger C.	Sheridan, Wyo.	Stevens-Fryberger
Arlington, Va.	Decatur, Colo.	Des Moines, Iowa	Younker's	Lafayette, Ind.	Slaus City, Iowa	Youngblood
Artesia, N. M.	Honestitch Shop	Detroit, Mich.	Crowley, Miller & Co.	Lamar, Colo.	Omaha, Neb.	S. Martin Co.
Atlanta, Ga.	Thompson-Price	Dixon, Ill.	Eichler Brothers, Inc.	Tatt's & Yardsick	The Silk Shop, Inc.	Robertson Bros.
Auburn, N. Y.	Rich's Inc.	East Lansing, Mich.	Elmer's House of Fabrics	Watt & Friend	Omaha, Neb.	The Crescent
Baltimore, Md.	O'Neil & Co.	Easton, Pa.	Laubach's & Sons	Watt & Friend	Seattle, Wash.	Westenberger's
Battle Creek, Mich.	L. W. Robinson's	Eau Claire, Wis.	Samuelson's	Furt's Fabric Shop	Springfield, Ill.	Woolworth
Battle Creek, Mich.	Probaco's	Elkhart, Ind.	Chas. S. Drake	Britton's Dept. Store	Springfield, Ill.	Plummer's
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Bend, Ore.	Welt's	Endicott, N. Y.	Daves Ltd.	Gregg's	Philadelphia, Pa.	Bon Marche
Binghamton, N. Y.	Ford, Dick & Walker	Endicott, N. Y.	Herzberg's	Hill's & Paine's	John Wanamaker	Peoples Store Co.
Binghamton, N. Y.	McLean's	Eugene, Ore.	Heath's Wonder Fabrics	The Bon Marche	Phoenix, Ariz.	Mass Bros. Inc.
Birmingham, Ala.	Louis Pizitz Dry Goods Co.	Evansville, Ind.	Shear's Dept. Store	Smith & Gerhart, Inc.	Pittsburgh, Pa.	Peoples Store Co.
Bismarck, N. D.	John Lucy & Sons	Evansville, Ind.	The Oriental Shop	Home Silk Shop	Philadelphia, Pa.	Junkin Dry Goods Co.
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Boston, Mass.	Jordan Marsh Co.	Fairmont, W. Va.	Evergreen Park, Ill.	Stewart's Louisville	Pittsburgh, Pa.	Jacome's
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Chesapeake, Va.	Piece Goods Shop	Galesburg, Ill.	Empire Silk Store	Minneapolis, Minn.	Wheaton, N. Y.	Innes, Wichita
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Charleston, W. Va.	Coyle & Richardson	Gaston, N. C.	Kellogg Drake & Co.	Minneapolis, Minn.	Wichita, Kans.	John Wanamaker
Charleston, W. Va.	Coyle & Richardson	Grants Pass, Ore.	Matthews-Bell Co.	Minneapolis, Minn.	Wilkes Barre, Pa.	Strawbridge & Clothier
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Chicago, Ill.	The Fair	Greensburg, Pa.	Golden Rule Store	Montgomery Fair	Rochester, N. Y.	Strawbridge & Clothier
Commercial, Ohio	Peoples Store	Harrisburg, Pa.	John Pringle	Montgomery Fair	Rochester, N. Y.	John Wanamaker
Clayton, Mo.	John Shillito Co.	Harrisburg, Pa.	A. E. Troutman Co.	Montgomery Fair	Rochester, N. Y.	Strawbridge & Clothier
Cleveland, Mo.	W. T. Walker	Hartford, Conn.	Bowman's Dept. Store	Montgomery Fair	Rochester, N. Y.	John Wanamaker
Cleveland, Mo.	Cleveland Fabric Shops	Holyoke, Mass.	Sage Allen & Co.	Montgomery Fair	Rochester, N. Y.	Strawbridge & Clothier
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Columbus, Ohio	John Shillito Co.	Idaho Falls, Idaho	John Shillito Co.	Montgomery Fair	Rochester, N. Y.	John Wanamaker
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Colorado Springs, Colo.	John Shillito Co.	Idaho Falls, Idaho	John Shillito Co.	Montgomery Fair	Rochester, N. Y.	John Wanamaker
Connellsville, Pa.	John Shillito Co.	Idaho Falls, Idaho	John Shillito Co.	Montgomery Fair	Rochester, N. Y.	Strawbridge & Clothier
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Dress of **Deering-Milliken's "Lisbon"**
52% Acrilan, 48% rayon
Simplicity Pattern No. 4429

Fabrics: (left)
Hanora Fabric's "Acrella" jersey,
80% Acrilan, 20% wool

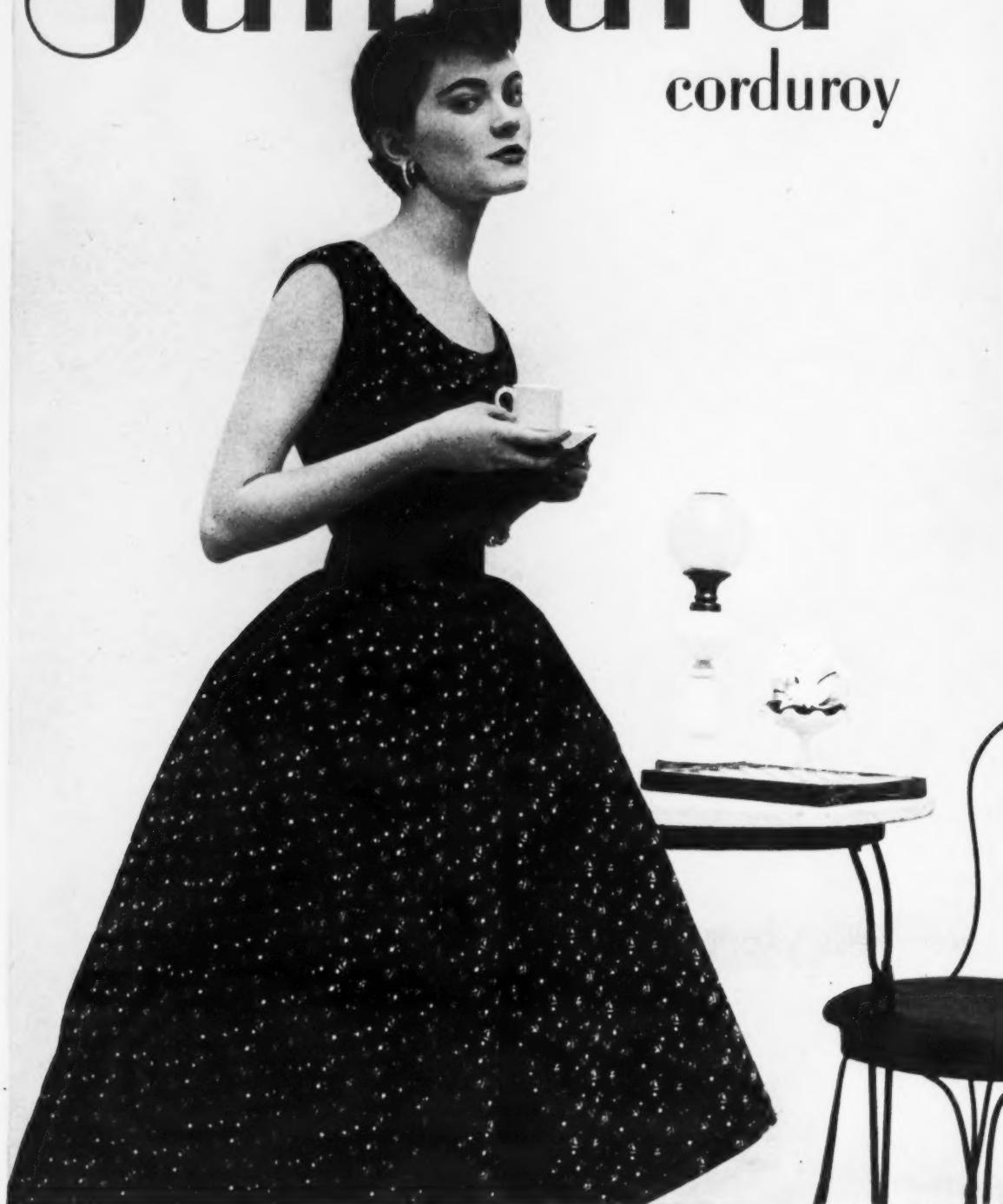
(right) **St. George Textile's "Dellacra"**
50% Acrilan, 50% rayon

THE CHEMSTRAND CORPORATION, DECATUR, ALABAMA • SALES OFFICE: 350 FIFTH AVENUE, NEW YORK 10018

Stoles

Juilliard[®]

corduroy



SIMPLICITY PATTERN NO. 4422

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because...

"fine fabrics are the foundation of fashion"®

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So young, so fair, so fun-to-wear . . . and you seam it yourself! Juilliard prints a delightful Victorian floral design on JUILLEROY, supple, fine-ribbed corduroy, for perfect pairing with Simplicity's feminine, flirty-skirted dress pattern. See the whole exciting collection of all-new, wear-wonderful Juilleroys prints, by the yard, at better stores everywhere. For your nearest store, write

A. D. Juilliard & Co., Inc., 40 West 40th Street, New York.



A wool jersey reversible stole, plain one side, patterned on the other, provides fillip for your afternoon dress. Simple-to-Make 4424, one size, 25c.



The same basic pattern with the ends turned back to form pockets. We made it of Skinner Sun-Bak to give you the benefit of two textures. 4424, 25c.



This triangular stole, a distant cousin of Grandma's shawl looks very pretty in front of a fireplace. We made it in red jersey with black fringe. 4424, 25c.

Stoles



Botany knit stole. For directions send a long, self-addressed stamped envelope to *Yarn Crafts*, Simplicity Pattern Book, 200 Madison Ave. New York 16.



A stole's best feature, wear it almost any way and it looks wonderful. This one of wool plaid feels good around the ears when winds blow. 4424, 25c.



Another pocket stole, wool with jet trim cinched with a belt for a cape effect. Simple-to-Make style 4424, 25c. All Simplicity Patterns are printed.

Juilliard[®]

woolens



First fashion to seam for Fall

...this coat dress of ready-to-sew

Juilliard FLANNEL. Supple-soft and lightweight 100% virgin wool, it tailors with happy ease.

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40 West 40th Street, New York.

SIMPLICITY PATTERN NO. 4427

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100% VIRGIN WOOL

because... "fine fabrics are the foundation of fashion"®

HAT, A JOHN FREDERICKS CHARMER
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Present
**carefree "no-iron" fabrics
for your fall sewing**

Sewing for mother, big sister, and little sister is fun with carefree "Everglaze" no-iron fabrics. Available in a wide range of sculptured effects, nu-lustre seersucker, dull plisse, crinkled effects, and playwear—these exciting no-iron fabrics cut and sew with ease, resist wrinkles, resist soil, keep their shape, stay lastingly lively and fresh. And—they wash beautifully, dry quickly, actually skip ironing. For carefree sewing . . . carefree living—do *your* fall sewing with beautiful, well-trained "Everglaze" no-iron fabrics.

At all leading stores.



An "Everglaze" sculptured fabric for mother's fall dress—Simplicity Pattern No. 4430

An "Everglaze" nu-lustre seersucker for big sister's fall dress—Simplicity Pattern No. 4441

An "Everglaze" playwear fabric for little sister's fall dress—Simplicity Pattern No. 4456



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*with the new completely washable **ARMO EVERSHAPE®**
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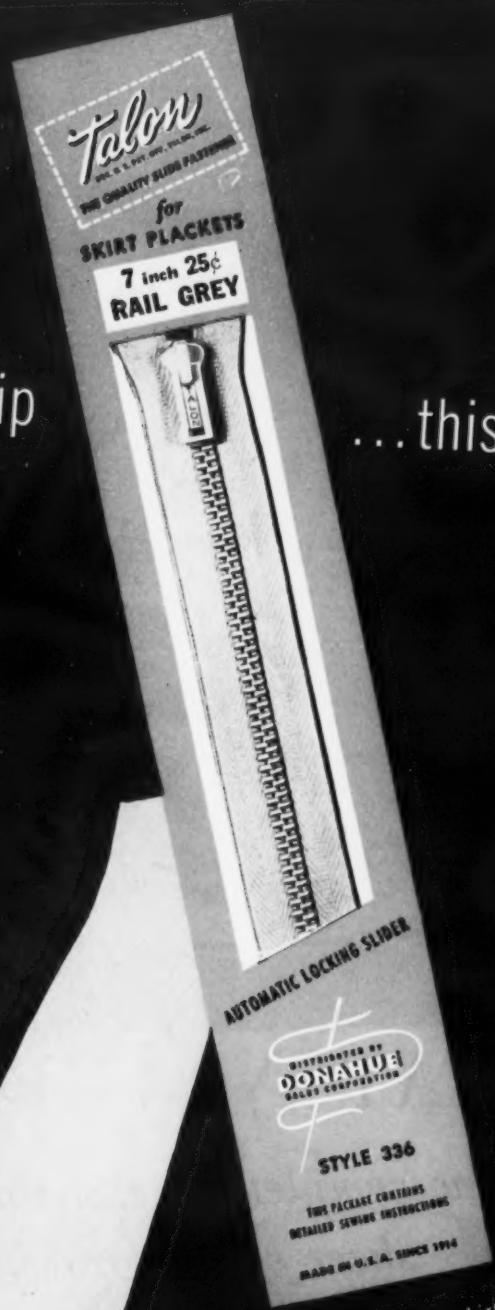
How EVERSHAPE (sheer canvas) is used in garment construction

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For the skirt with zip

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The terrific Talon skirt
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to take waistline
strain... and
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important automatic
lock! In the Rose
package, at notion
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Simplicity

PATTERN BOOK FALL-WINTER 1953

COVER: Handsome ensemble, combining a slim, basic dress of Botany's Reedston flannel with a cardigan box jacket and luxurious stole of Botany's Kurlana boucle coating. Fringe of Botany's Saxatones yarn, La Mode buttons, Armo hair canvas interfacing, lining of Skinner Sun-Bak. Talon Seam-Thin zipper on dress. Seely shoulder pads. 4389, 11-18, 50¢. Accessory information page 62. Ektachrome by Paul Radkai.

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Over 150 New Styles For All Occasions



Looking toward Fall and Winter... with a new plan for separates — the expansion wardrobe.

... with information on choosing the correct pattern size and making alterations.

... with all types of fashions for all occasions, plus a special section of school clothes for children.



Above: The cover ensemble takes pride in its stole of Botany Kurlana Boucle fringed in Botany Saxatones Yarn.

Center: The core of the costume: a basic dress of Botany Reedston flannel. Self-belt by Bac-A-Belt. Dress, jacket, stole, 4389, 11-18, 50c. Bkws. p. 64. Ydgs. p. 66. Accessory information p. 62. All Simplicity Patterns are printed.

Left: Box jacket to match the stole, lined with Skinner Sunbak for winter warmth. Armo interfacing. La Mode Buttons.

The Expansion Wardrobe

New Plan for Separates

We welcome Fall 1953, a season full of fresh fashion ideas built on a new separates plan . . . The theme — a straight (flawlessly fitted) basic dress, shown here in the deepest shade known to gray. To expand the theme — an all important box-top jacket interpreted in a richly textured wool; the long stole, to drape as you will; the overblouse cut straight or fitted: the slim coat to wear from now until next Spring; and the sweater idea, be it cardigan or long pull-over. On the following ten pages you'll see more suggestions based on the fashion scheme shown here — they're yours to choose from, to coordinate, and to sew.



Our cover dress, shed of its stole and jacket, takes on an overblouse of worsted jersey by Security. Note boat neck, cuffed hip. 4190, 11-18, 35c.



The camel's hair coat with all the perfect classical details. Leon Bauling fabric. Temp-Resisto metal-insulated lining. 4401, 12-20, 50c.



Our box jacket, shown in Security worsted jersey, has the look of a cardigan. Armo hair canvas interfacing. 4389, 11-18, 50c.

The Expansion Wardrobe

Start with a Basic Dress





1. The Basic Jumper — with a Barbet Nevasag cotton jersey for shopping, a striped blouse for country weekends, no blouse at all for party wear. Simtex Sanforized Custom Cotton, Botany Sport Yarn stole. Armo Interfacing. 4422, 11-18, 35c.

2. The Basic Shirtwaist — with V-neckline and stole. Dellacra crepe of Acrilan and rayon by St. George. Bac-A-Belt self belt. Collar and cuff changes give it two new looks — one in crisp, white pique, the other striped for a gay color note. 4390, 12-48, 50c.

3. The Basic Sheath — nicely detailed at the neck and cuffs. Add a weskit and chiffon scarf for dapper airs, or a pretty paisley dickey and contour belt for afternoons at tea. Hi-Vince Tebilized flannel by Lankenau. Dress, weskit, and dickey. 4367, 11-18, 35c.

4. The Basic Soft Dress — gracious in every mood. The versatile neckline may be worn as a deep, softly draped cowl, or flatteringly transformed by deft additions of jewelry and scarves. Mallinson Crepique. Bac-A-Belt self belt. 4181, 12-42, 50c.

Buttons on these pages by La Mode. Accessory information p. 62. Bkviews p. 64. Ydgs. p. 66. All Simplicity Patterns are printed.

The expansion
Wardrobe

Add
the
Overblouse



The Slim Skirt: tucks neatly under the overblouse. Skirts on both pages of Lebanon's Sanforlan Washaflan of wool and Du Pont nylon. 4377, 23½-30, 35c. All buttons by La Mode.

Above: A neatly fitted overblouse with well-defined details. Wyner's Sag-No-Mor worsted jersey in brilliant gold. Smoke pearl buttons touch-off the classic neckline. 4411, 11-18, 35c.

Left: Neckline news for Fall, the softly cuffed stand-away collar. Wyner's Sag-No-Mor worsted jersey. 4411, 11-18, 35c. Armo Interfacing used on all blouses.

Right: A man-tailored shirt, strictly feminine when interpreted in a delicate calico print of Bates Dynelon challis. Wear it outside, belt it in. 4081, 12-20, 35c.



The Flared Skirt: a graceful combination with any overblouse. 4301, 24-32, 35c.

Above: A hip length battle-shirt with the crisp details much admired in a man's jacket.

Lebanon's Sanforlan Washaflan of wool and Du Pont nylon. 4215, 12-20, 35c.

Left: All lines point to the classic overblouse smartly fashioned in a tiny check of

Lebanon's cotton and wool Washalette. 4081, 12-20, 35c. Accessory information page 62.

Right: The middy with scooped-out neckline worn over a long sleeve, turtle neck blouse.

Lebanon's Sanforlan Washaflan middy, Washajersi blouse. 4190, 11-18, 35c.

Backviews on page 64. Yardages on page 66. All Simplicity Patterns are printed.

The Expansion Wardrobe

Add-The Sweater Idea



HIMMEL

4404: A tailored dress designed on the comfortable lines of a casual sweater. Unpressed pleats encircle the skirt. Make it in a washable jersey. Fabric is Hellerized jersey by Heller. 12-20, 35c. Access. pg. 62. Bkvw. pg. 64. Ydgs pg. 66. All Simplicity Patterns are printed.



4373

4373: A blouse with the look of a two-tone sweater. Just the right degree of dress-up — wide bib yoke, pert stand-up collar, top stitching. Make the blouse in tweed jersey with contrasting yoke. 11-18, 35c.

4176: A fashion extra — add this slim, casual cardigan to your wardrobe. Wonderful to slip into on cool Autumn days, a gay contrast over your basic dresses or slim skirts. 12-20, 35c.

4176





4174: The soft dress, shown in a winter silk, is beautifully accented with bodice tucks and a gracefully pleated skirt. Teamed with its own very casual wool jersey cardigan. 12-20, 50c.



4216: We know you'll sew several of these smart sweater ensembles. The slim middy may be belted in, has a tiny Peter Pan collar. Bind the cardigan front with contrasting fabric from the middy blouse. 12-20, 35c.



4403: A slender dress with V-yoked bodice in Juilliard's worsted flannel covered by a waist length jacket shown here in Heller's worsted jersey. 11-18, 35c.



4457: What you've always wanted — a perfectly tailored cardigan dress. It's made in Heller's novelty worsted jersey, bound with wide grosgrain ribbon. B. G. E. Buttons. 12-20, 35c.

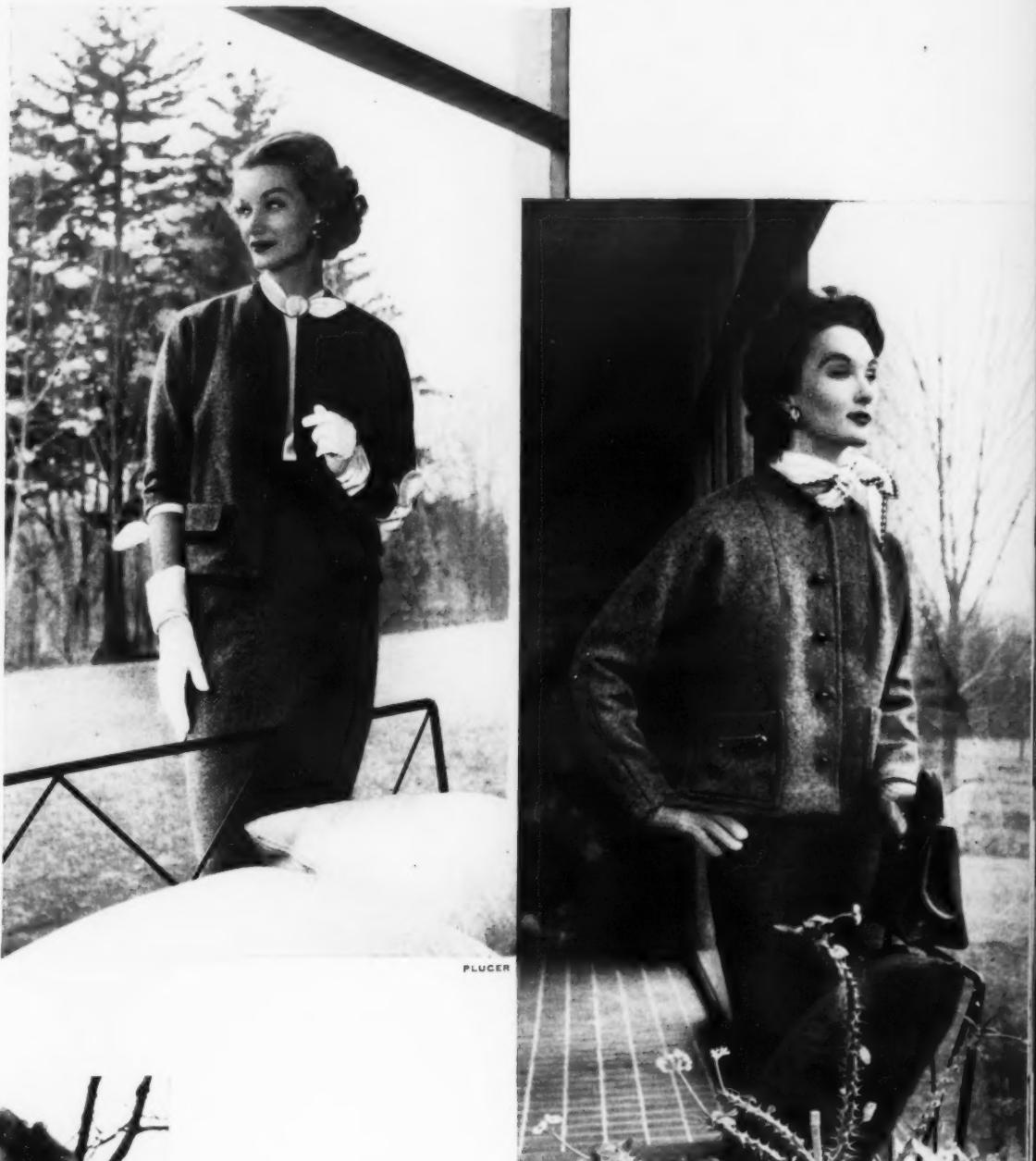


4207: Classic dress with crisp bow in Juilliard's striped Juilleroy. The fitted cover-up sweater jacket of Heller's worsted jersey. 11-18, 35c.



The Expansion Wardrobe

Add -
The
Box-Top



PLUCER



In color — Two box jackets cut from the same pattern, 4376, 11-18, 35c.
 Left — the jacket of checked coating with a skirt of Gloveskin flannel, stole and weskit of Deshina—all by Anglo. Skirt, stole, and weskit 4423, 12-20, 35c.
 Right—Anglo fabrics for a pocketed version of our jacket in Karza fleece, the slim skirt of Gloveskin flannel, 2624, 24-30, 25c. Jacket has bright brass buttons by La Mode and a lining of rust Security worsted jersey to match the blouse, 3980, sizes 11-18, 35c. The jacket on the left is lined with Earl-Glo.
 Above left: Box suit, Bauling's Crowfoot Tweed, Franken trim, 4171, 11-18, 50c.
 Above right: Sleek jumper of Beekman Hill flannel, topped by a tweed jacket. Both, Juilliard fabrics. 4371, 12-20, 35c.
 Left: Smooth suit, fitted to the hip. Milliken's wool flannel, 4395, 11-18, 50c.
 Left (backview) : Milliken again with a martingale jacket of bulky tweed, Lorette skirt of wool and DuPont Orlon, 4396, 12-20, 50c.
 Jacket linings, this page of metal-insulated Milium. Jackets on both pages interfaced with Armo Hair Canvas interfacing. Accessory information p. 62.
 Backviews p. 64. Yardages p. 66. All Simplicity Patterns are printed.

The Expansion Wardrobe

Over All-The Straight Coat



PLUCER

The narrow cardigan coat — Fall's first fashion story interpreted in a bulky tweed by Milliken. Milium metal-insulated lining. Armo Interfacing. La Mode Buttons. 4402, 12-20, 50c. All Simplicity Patterns are printed.



A gently flared coat that's well suited to both city and country life. The shawl collar stands by itself. Notice the enormous pockets and cuffs. 4223, 12-42, 35c.

Our double-breasted Chesterfield was designed with the classic silhouette in mind, but we've added a low belt in back. 4370, 11-18, 35c.





A graceful cardigan coat
that slips easily over all
the latest silhouettes.
Wide cuffs and single button
at the throat. 4191, 11-18, 35c.



The classic Polo coat — the core of a fashion-
wise wardrobe. Bauling's wool suede.
Temp-Resisto metal-insulated lining.
Armo Interfacing. 4401, 12-20, 50c.
Access. pg. 62. Bkws. pg. 64. Ydgs pg. 66.

What Is Your Pattern Type?

The woman who sews has learned to choose her pattern size by checking her own figure measurements with those listed in the charts shown on the back of the pattern envelope and on the first page of the counter catalogue. But frequently she finds herself burdened with unnecessary alterations because she has chosen her size from the wrong "pattern type". The terms — Misses, Junior Miss, Teens, Womens, and Half Sizes — apply not to age groups, but to different statures and proportions which classify a "figure type". To be sure that you are choosing your patterns from the proper size range, check your figure type with the categories which are described below:



Misses

Sizes 12 to 20.
Misses patterns are proportioned for women approximately five feet, six inches tall who have a young but fully developed figure. Misses patterns are longer in the waist and skirt than Teen patterns; longer in the skirt than Junior Miss patterns.



Junior Miss

Sizes 11 to 18.
Junior patterns are designed for the well-developed figure which is approximately five feet, five inches tall. Patterns in Junior Miss sizes are longer in the waist and skirt than the Teens, but shorter in the skirt length than Misses and Women sizes.



Teens

Sizes 10 to 16.
Teen patterns are proportioned for the young figure which is approximately five feet, three inches tall. They are shorter in the waist and not as fully developed as Misses or Junior Miss patterns, but they are more developed than the Girls' patterns.



Womens

Sizes 12 to 20, and 40 to 42, 44, 46, 48, or 50. Womens sizes are for figures approximately five feet, six inches tall. They are similar to Misses patterns, but include larger bust sizes for the more mature figure, and are attractively styled for the larger size ranges.



Half Sizes

Sizes 12½ to 24½. Half Size patterns are designed for women with fully developed figures who are approximately five feet, three inches tall. They are shorter waisted, narrower in the shoulder, but wider in the waistline and hip than Misses and Womens patterns.



NAYLOR

Photo above: Ladies of leisure — at least for the moment — gather for tea on an autumn afternoon. The lady on the left wears a slim afternoon dress of Skinner Contanta crepe with detachable collar and cuffs, diagonal button treatment in the bodice, peg pockets at the hip. 4378, Sizes from 12-20, 35c. Her friend feels very much at ease in a jumper of Herbert Meyer cotton tweed; blouse, Lebanon's Sanforlan Washajersi. 4406, 12-20, 35c.

Photo right: Even the youngest young man thinks his mother looks her prettiest in a dress with a petticoat. The dress is of Mallinson's Triple Sec matelasse; the petticoat, Wm. Winkler nylon tulle. 4244, 12-20, 35c.

4334—Slim sheath and boxy jacket. Note saddle-stitch trim on the jacket. Sizes from 12-20, 35c. Access. info. p. 62. Backvws. p. 64. Yardages p. 66. BGE buttons featured this page. All Simplicity Patterns are printed.

What Is Your Pattern Type?

Misses

Simplicity's parade of fashions to fit gets off to a good start with a collection of fashions for Misses. Here the woman size 12-20 will find clothes to suit her every need. Whether her mood be casual for country living or neatly sophisticated for her business in town, a glance through these pages should provide the answers to all her wardrobe problems. And so, without further comment, here they are — for you to make, for you to enjoy — the newest and smartest in Fall fashions for 1953.



4334

ROSMINE





NAYLOR

Above left: Easy livin' separates for smart stay at homes. Note flattering rounded contours for a feminine feeling. Peter Pan Tibilized Troubadale — A Guild Cotton. Blouse 4408, 12-20, 35c. Skirt 4252, 24-32, 35c.

Above right: Let's have another cup of coffee in separates of Avondale fabrics. We made the skirt of Onyx denim, 4218, 12-20, 35c and chose Mignonne chambray in Everglaze for the blouse, 4217, 12-42, 35c.

Below left: Three-piece outfit. The pocket stole and skirt are made of Dan River rayon suiting: 4397, 12-20, 35c. Open neck blouse, three-quarter sleeves. Moygashel Irish linen: 4180, 12-40, 35c. Seeley Shoulder Pads.

Below right: Fluegelman Westwood woolens, Blouse, 4408, 12-20, 35c. Wrap-on skirt: 4409, 24-32, 35c. Sketch: Our cuffed middy blouse 4159, 12-20, 35c; teamed with the slimmest of skirts, 4254, 24-32, 35c.

4254



What Is Your Pattern Type?

Misses

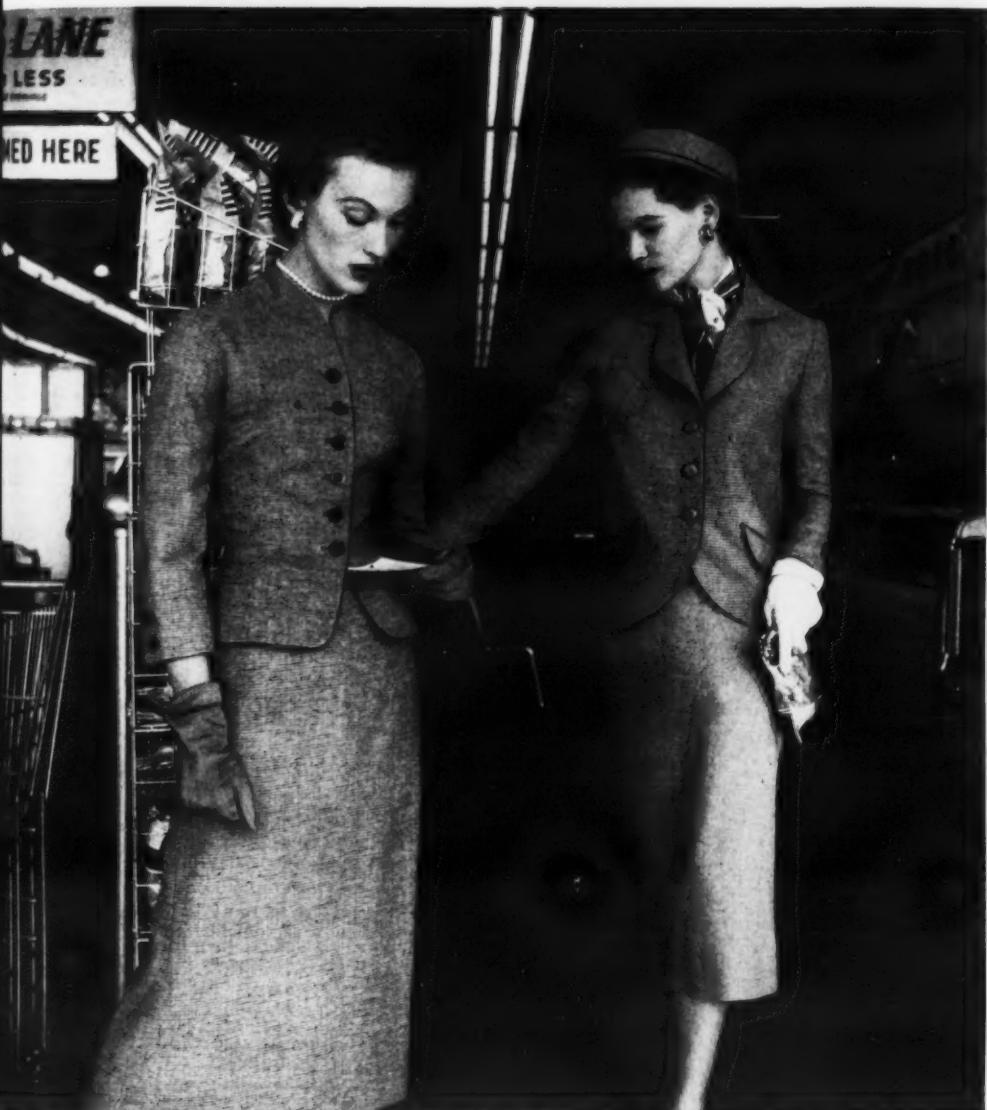


Photo above: At left a fitted suit with cardigan jacket: 4224, 12-20, 35c. Burlington Burmiblend suiting. The tapered suit 4177, 12-20, 50c. Mooresville Mooralon suiting of rayon. Du Pont Orlon. Earl-Glo linings and Pellon interfacing for both suits. Buttons are by LaMode. Talon skirt zippers.

Photo right: Young in heart topper to make a suit of straight skirts or wear over your suit on chill days. Hanora Rib Run washable fleece, Du Pont Orlon, Orlon lining. Pellon interfacing. 4401, 12-20, 50c.

Sketches: 4022 — A slim coat with fitted princess lines and a five button closing. In sizes 12-42, 50c.

8489 — Suit with back interest; coming towards you it features rounded lapels, hip pockets. 12-20, 50c.

Accessory information is on p. 62. Backviews p. 64. Yardages p. 66. All Simplicity Patterns are printed.





DERUJINSKY

What Is Your Pattern Type?

Juniors

Party Dresses are lots of fun to wear and sew. Left: scooped-neck, sleeveless bodice, full skirt. Directions for making sash and elastic cinch belt included. 4342, 11-18, 35c. Royal Antique taffeta.

Far left: another sleeveless bodice, this time with V-neckline, crisp bow that ties at the back of the neck. 4341, 11-18, 35c. Blue and white striped taffeta. Both taffeta fabrics of Schwarzenbach Cromspun and Bemberg. Accessory Information pg. 62. Backviews pg. 64. Yardages pg. 66.



4373, 11-18, 35c. A blouse that's easy to care for. Wide bib yoke, tiny pearl buttons by B.G.E. 4198, 11-18, 35c. Striped skirt, center pleat. Barbet's plain and jacquard Nevasag cotton jersey. Carmel's washable sheer canvas interfacing.



4256, 11-18, 35c. A tailored shirtwaist blouse for perfect comfort. B.G.E. Buttons. Reeves Pima Queen white broadcloth. 4377, 23½-30. 35c. A pencil slim skirt with two oversized pockets. Shown here in Reeves Reevory corduroy.



3969, 11-18, 35c. A middy outfit that plays the part for both town and country wear. Smooth fitted blouse buttons over the hipline. Full pleated skirt worn underneath. Lankenau's Hi-Vince Tebilized flannel. The buttons are by B.G.E..



Everyday Dress with an Autumn Air. Right: The slim, sleeveless jumper, wide boat neckline shows the tailored blouse underneath. 4368, 11-18, 35c. Milliken's Lorette of wool and DuPont Orlon.

Far Right: The middy dress takes its place among this season's favorites. Make-believe pockets, detachable collar and cuffs. 4399, 11-18, 35c. Milliken's plaid Lorette of wool and DuPont Orlon. Carmel's washable sheer canvas interfacing. All Simplicity Patterns are printed.



8487, 11-18, 50c. Suited to busy young lives. Short box jacket detailed with velvet collar, cuffs, and buttons. Skirt of unpressed pleats. Ria Herlinger's wool check and tweed co-ordinate. Earl-Glo lining; Armo hair canvas interfacing.



4376, 11-18, 35c. The ever-popular mandarin collar featured on a classic box-suit jacket. 4377, 23 1/2-30, 35c. The narrow skirt in plaid. Kaplan's Norma flannel jacket and wool plaid skirt. Earl-Glo lining; Armo hair canvas interfacing.



4370, 11-18, 35c. Everyone will want one especially smart box topper in her Fall wardrobe. This is it! Double-breasted with three pockets. Schlang's Boucle Kurl. Earl-Glo lining. B.G.E. Buttons. Armo hair canvas interfacing.



DERUJINSKY

What Is Your Pattern Type?

Teens

Above — Living room gab fest on the latest Teen-age styles. 3997 — Middy dress of Wyner's heather and fancy Sag-No-Mor worsted jersey. Sleeve cuff repeats at the hip. 10-16, 35c. 4392 — Kaplan fabrics for a dapper flannel weskit with a full tweed skirt. Triangular stole is not shown. 10-16, 35c. 3658 — To complete the outfit — a white blouse of Kaplan's worsted jersey, self scarf, three-quarter sleeves. 10-16, 25c. 4420 — Wonder of wonders — a classic, tailored shirt that's Simple-To-Make! Crisp, washable Indian Head cotton. 10-16, 35c. 4415 — In the best Scotch tradition, a straight tartan skirt of Amana wool flannel. A Simple-To-Make fashion. 24-28, 35c.





Above—Time out for refreshment, three teens in their brand new clothes gather at the local soda fountain to discuss weekend plans. 3958 — The boxy look in a slim cardigan suit of Herbert Meyer cotton tweed, a year 'round fashion to take you from Fall into Winter. Earl-Glo lining. Armo's hair canvas interfacing. 10-16, 35c.

4366 — Another year 'round cotton, this time a shirtwaist dress of Erwin's Sanforized Blu Surf denim—a band from neck to waist and on sleeve. Carmel washable sheer canvas interfacing. 10-16, 35c.

3979 — Soft silhouette for a wool dressmaker suit in two textures. The jacket hugs ribs and waist, nudges the hip; Wesco's "Painted Desert". Skirt, Wesco flannel, DuPont Orlon and rayon. 10-16, 35c.

Left — Our teens keep up to date on *all* the latest models, find that new cars and new clothes make a natural fashion combination.

4211 — A saucy bolero suit, the jacket curved to the midriff, the skirt a straight plummet from waist to hem, both to the jaunty accent of a smart leather belt. Of Moygashel Irish Linen. 10-16, 35c.

4365 — Jiffy dress of Celanese acetate Feathertweed. Washable sheer canvas interfacing by Carmel. Simple-To-Make. 10-16, 35c.

4391 — Jumper, cuffed pockets. St. George Raydene. Salyyna top. Carmel washable sheer canvas interfacing. Sizes 10-16, 35c. Accessory information on p. 62. Backviews p. 64. Yardages p. 66. BGE buttons on these pages. All Simplicity patterns are printed.



What Is Your Pattern Type?

Half-Sizes

Photo — Charming dress and bolero scaled to your petite proportions. Lankenau rayon and silk Multitone. Armo's hair canvas interfacing. Seely Shoulder pads. 4226, 12½-22½, 35c. 4435 — A box jacket suit to give you height and long, slim lines. The pockets are set straight up and down; collar and cuffs are rounded for a soft, youthful look. 12½-24½, 50c. 4382 — A Simple-To-Make jiffy dress with a pert collar and cuffs, and its own dickey. Vary the mood of the dress with scarves, belts, and a touch of jewelry. Sizes 12½-24½, 35c. 4347 — A pretty dress for cocktails or evening wear with a square picture neckline that reverses the usual order and dips to a flattering V in back. In sizes from 12½-24½, 35c. 4225 — Soft pleats at the shoulder front and a plunging throatline style this pretty afternoon dress with its gently draped skirt and graceful three-quarter sleeves. 12½-22½, 35c. 3342 — A classic casual coat to go over your entire wardrobe whatever the weather. It buttons up close to the neck and the huge pockets are balanced by massive cuffs. 12½-22½, 25c. 4284 — A one-piece dress with crisp neat lines guaranteed to give you that fresh bandbox look. An extended opening center front and pointed cuffs are featured. 12½-24½, 35c.



4382



4355

4379

4345

4414

4374



What Is Your Pattern Type? Women

Photo — Svelte street dress; surplice line to the hip where buttons and a banded pocket take the eye. Of Fluegelman Tebilized Heather Mist — A Guild Cotton. 4405, Women's sizes 12-46, 35c. 4089 — Suit dress with nipped-in jacket, eight gore skirt; and possibilities for all sorts of occasions. Sizes from 12-44, 35c. 4410 — Surplice line overblouse with cuffed three-quarter sleeves, and a narrow sash to mark the waistline. Sizes from 12-46, 35c. 4374 — Perfect team-mate for the overblouse, gored skirt 24-38, 35c. 4410 — Short-sleeved blouse with an attached ascot tie to give it a keyhole neckline effect or to vary as you will. Sizes 12-46, 35c. 4414 — Shown with it, slim skirt with two front pleats. 24-38, 35c. 4345 — A ladylike dress with a gracious sweetheart neckline, three-quarter sleeves, a softly draped bodice. The gored skirt is moderately flared making this dress especially easy to wear. 12-44, 35c. 4379 — A smart jumper cut low enough to show off its own blouse, but not so low that it cannot be worn without the blouse on more formal occasions. Interesting notched pockets. Sizes 12-46, 35c. 4355 — One piece dress with a V-neckline and small collar. Note treatment of tab detail at the hips and sleeve. Sizes 12-42, 35c. Costumaker buttons on these pages. Accessory information p. 62. Bkws. p. 64. Yardages p. 66. All Simplicity Patterns are printed.



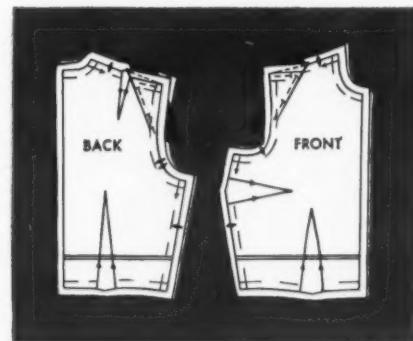
Further advice on this and other sewing problems may be found in the newly revised Simplicity Sewing Book now on sale at your favorite pattern counter.

How to Alter your Pattern

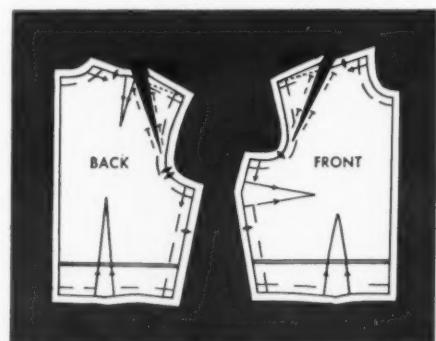
The woman who sews for herself has one of fashion's greatest assets right at hand — the clothes she makes for herself can have a professional fit that buyers of the most expensive ready-to-wear might well envy. The smart home dressmaker buys a pattern proportioned to her figure type, as well as the right size. Patterns come in Teen, Junior, Misses, Women and Half-Size ranges. It is well to know in which of these categories you belong when you buy. Once you have established your type, choose the pattern and size. Bust measurements are the key to dress or blouse size; skirts, slacks, and pedal pushers are purchased according to your waist measurement. If your bust measures 3 or 4 inches larger than the chest it indicates a small frame and you can substitute your chest measurement when buying your pattern. You will need to add through the bustline unless the style has extra front fullness. If your measurements are between two sizes choose the smaller size if you like your clothes to fit snugly; the larger if you like them loose. But use the size that needs least alteration. If your figure varies greatly purchase two patterns of different sizes in the same style and use the bodice of one and skirt

of the other. Of course, if you have exceptionally wide shoulders or very large hips, it is well to pick a style with these special figure problems in mind.

The next step is to make a chart of your own measurements, and compare them with those of the pattern pieces. A four and one-half inch ease at the bust and two inches at the hip are usually allowed for. Dress patterns allow half an inch at the waist, whereas no tolerance is given for separate skirts or slacks. If simple lengthening or shortening of a pattern piece is needed, do so where indicated on printed pattern. Remember when shortening that a one-half inch fold means a one-inch adjustment in the finished garment. An alteration problem such as adjusting for round shoulders may be taken care of by simply slashing the pattern piece in the proper way. You may find, however, that several other adjustments are needed. In this case it is often best to make up a muslin to find out what these adjustments are. Then take the muslin apart, and use its pieces as pattern pieces when laying and cutting the actual fabric. The guide to specific problems printed below deals with some of the most common alterations.



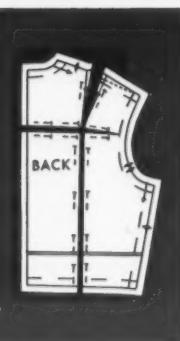
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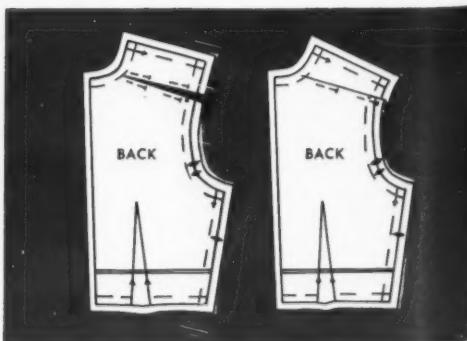
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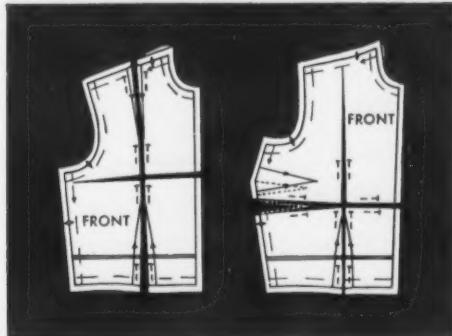
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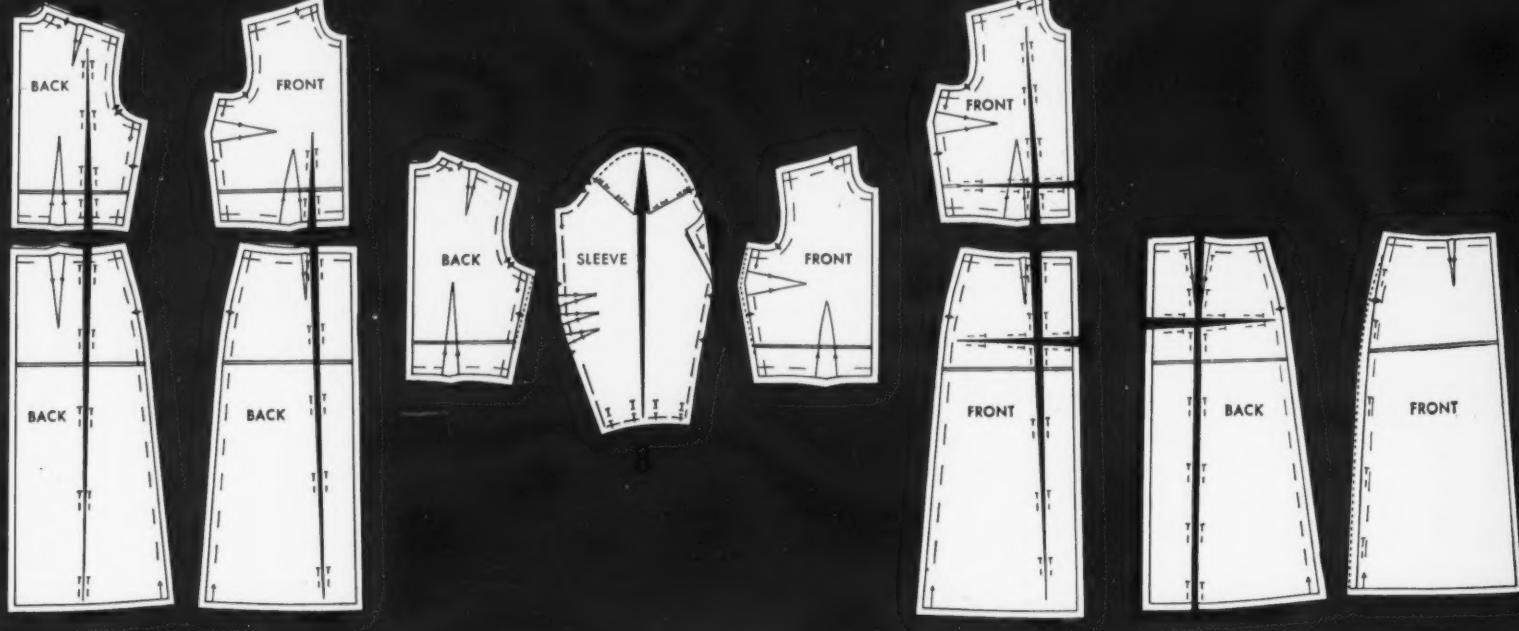


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6

6. Large Bust. It will be necessary to add both length and width to the bodice Front. **A.** (With shoulder dart) Slash pattern straight across front below end of dart to underarm seam; also through center of shoulder dart to lower edge of bodice. Spread slashed pieces needed amount at bustline. Place a piece of paper underneath and pin flat, keeping center front straight. **B.** (With underarm dart) Slash pattern from lower edge to seam at shoulder; also across front below bustline dart. Spread slashed pieces the necessary amount where length and cross slashes meet. Place a piece of paper underneath. Then taper vertical slash to shoulder from cross slash, and to waistline. Pin pattern pieces flat to paper. Add amount of slash to depth of dart. Then make two darts of the same depth, one which is set into the slashed space, one which is shown by the dotted line.



1. Narrow Shoulders. Slash pattern front and back in a slanting line from center of shoulder to notches in armhole. Lap over excess width at shoulder. Place a piece of paper underneath; pin pattern flat to paper. Form new shoulder from neckline to armhole as shown by dots.

2. Square Shoulders. Slash pattern front and back in a slanting line from center of shoulder to notches in armholes. Spread slash needed amount. Place a piece of paper under slash and pin paper flat to paper. Form new shoulder as shown by dots.

3. Round Shoulder. Place pattern on a folded piece of paper. Cut on pattern lines. Slash only the side of new pattern needing alteration, from center of shoulder to lower edge. Also from this slash to center fold and almost to armhole. Separate slashes equal amount where they cross, tapering all slashes. Mark shoulder darts equal distance from neckline and shoulder. Darts will be deeper on shoulder requiring alteration.

4. Round Shoulders. To add both length and width, slash pattern across back about $4\frac{1}{2}$ " down from neckline and almost to armhole. Slash from center of shoulder to lower edge. Pin center back of pattern to piece of paper, separate crosswise slash needed amount. Separate and pin remaining piece evenly from crosswise slash to lower edge. Spread shoulder tapering crosswise slash to arm-

hole. Form new shoulder line as shown by dots. Make two short darts at shoulder to make front and back shoulder same length.

5. Forward Shoulder Seam. **A.** Square Shoulders — slash pattern from small dot indicating top of shoulder almost to neckline. Place a piece of paper underneath, spreading slash needed amount. Pin pattern flat to paper. Add equal amount to underarm seam of sleeve, keeping the same armhole curve. **B.** Sloping shoulders — Pin a dart in pattern, taking up amount required from small dot indicating top of shoulder neckline. Reduce sleeve same amount on underarm seam.

7. Large Waist. Slash both front and back skirt pattern from waistline to lower edge. Slash front bodice from lower edge to bust point, and back bodice from lower edge to shoulder. Place a piece of paper underneath. Spread slashed pieces needed amount, tapering slashes from waist to lower edge of skirt and from waistline up in bodice. Pin pattern pieces flat to paper.

8. Large Arm. Sleeve pattern should measure $1\frac{1}{2}$ " more than around arm 1" below armhole. Cut off margin from sleeve pattern through center from top to lower edge. Pin slashed piece to lower edge of sleeve tracing. Spread needed amount below armhole. Bring upper edge of slashed pieces together at top. To flatten pattern, form a dart from

slash to armhole. Use original tracing line for sleeve top to where it meets new line of altered pattern as shown by dotted line, then follow pattern itself along the sides. Add same amount to underarm seams of Front and Back at armhole as gained on each side of sleeve, tapering to waistline as shown by dotted line.

9. Large Abdomen. Slash across front skirt pattern 6" below waistline, and from waistline to lower edge. Slash front bodice 3 inches above waistline and from waistline to shoulder. Place a piece of paper underneath. Spread slashed pieces needed amount, tapering slashes in skirt from center front to side seam and from waistline to shoulder. Pin pattern pieces flat to paper. The Back remains unchanged.

10. Large Buttocks. Slash back skirt pattern through center of dart from waistline to lower edge, and across pattern at hip from center back to side seams. Place a piece of paper underneath. Spread slashed pieces needed amount. Taper slash at hip to side seams and lengthwise slash. Dart will be deeper. To keep original waistline, take up full amount of pattern dart lines.

11. Large Hip. Add $\frac{1}{4}$ of amount needed to front pattern piece at hipline, keeping amount even to the lower edge. Taper from hipline to nothing at waistline. Add same amount to back pattern piece.



Back To School

The Grammar School Set



4394 — Back to school means play as well as work and recess finds our Simplicity scholar engrossed in a game of checkers. She's smartly dressed in a checked weskit with notched lapels and a full skirt with room to play in. Sizes 7-14, 35c.

4419 — The shirtwaist look finds its way to the classroom. Our version sports a four-button band center front, neat collar, long sleeves tight at the wrists. 7-14, 35c.

4199 — With it the perennial and well-loved tartan pleated skirt. 7-14, 35c.

4168 — Just the right ensemble for the first day of school — a jumper dress with an abbreviated fleece bolero. The jumper has a full skirt and elastic waist belt; the bolero a Peter Pan collar and three-quarter length sleeves. 7-14, 35c.

4100 — Here's where the boys get a corner on the fashion world. This young man wears a rugged he-man shirt of plaid flannel with two pockets. 4-16, 35c.

4132 — His more conservative classmate chooses a casual shirt with saddlestitch trim, single pocket; and classic slacks in a solid color. 4-12, 35c.



Color photo: Junior art critics in Crompton-Richmond corduroys.

The older girl wears a "Square Dance" printed corduroy jumper with high neck, free swinging skirt, and handy oversize pockets for notebook and pencils.

4386, 7-14, 35c. Her school-mate wears a suit of "Super Pique" corduroy with waist-hugging jacket, unpressed-pleat skirt. Jacket has an Earl-Glo lining, BGE buttons. Armo Hair Canvas Interfacing. 4394, 7-14, 35c.

Backviews page 64. Yardages page 66. All Simplicity Patterns are printed.



FARKAS

Photo Above: Right; Topper with roomy pockets for the extras children carry. Left; Sister's coat is full length, belted in back. Both 4418, 7-14, 35c.

Topper, Kaplan's wool fleece. Coat, Kaplan's Donegal tweed.

Temp-Resisto metal insulated lining. Armo interfacing.

Photo Right: A handsome lumber jacket and graceful plaid skirt.

Both 4421, 7-14, 35c. Lebanon Sanforlan Washaflan of wool and Du Pont Nylon. Sketched Above: Right; They go

hand in hand — bolero jacket, gored skirt and pert blouse.

All three 4103, 7-14, 35c. Left; Basic child's dress, fitted bodice, gored skirt. Wear it with a contrasting weskit. Both 4104, 7-14, 35c.



Back To School

The Grammar School Set



Two pages of new school clothes for the youngster in the 7-14 size range. We think you'll agree with us that no child could be better dressed than in this Simplicity wardrobe.

Let your child help in selecting his clothes.

Sketch Above: Right; She's pleased with her mother's taste in clothes—deep front yoke gathered above the chest, graceful skirt. 4412, 7-14, 35c.

Left; Enormous pockets, petite collar and cuffs—make this dress for your youngster in a delicate print fabric. 4387, 7-14, 35c.



Photo Above: The teacher approves of our little girl's painting and also of her two-piece ensemble. Tailored dress, contrasting bodice and tab collar, full gathered skirt—fitted double-breasted weskit. 4393, 7-14, 35c. Washable Lanella of cotton and worsted.

Sketched Left: Right; Short sleeve shirtwaist blouse. 4419, 7-14, 35c. Full skirt molded by a wide waistband. 4199, 7-14, 35c. Left; The smartest boy in the class wears a man-tailored jacket and vest. Make the jacket in plain corduroy, the vest printed corduroy. Both 4134, 4-12, 35c.

Buttons on these pages by B.G.E. Backviews on page 64. Yardages on page 66. All Simplicity Patterns are printed.

Back To School

The Nursery School Set



Photo — Though reading, writing, and arithmetic are still far ahead of her, this little girl already knows what the well-dressed schoolgirl should wear.

Here she is in a plaid jumper with square-neck and a white band on the skirt, and a sweet puffed-sleeve blouse. Dan River Wrinkl-Shed cotton. 4407, 1-6, 35c.

4166 — Little boys are style conscious, too. Our junior Beau Brummel likes the grown-up look of tailored slacks, a long-sleeved shirt with real cuffs.

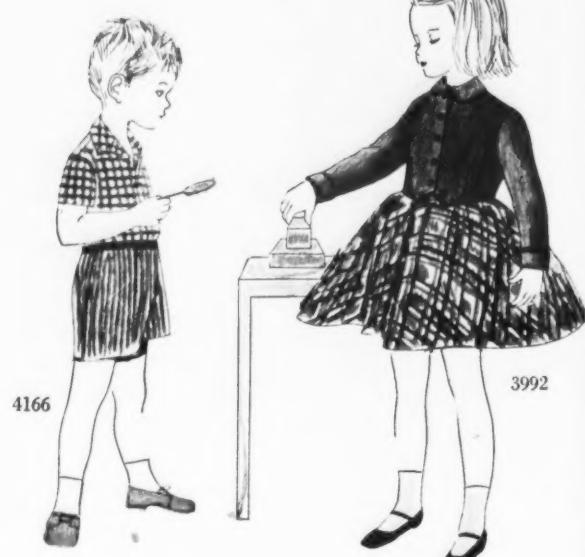
The bow tie is his own addition. One pattern in sizes from 2-6, 35c.

4383 — Sugar 'n' spice and everything nice, that's what little girls are made of and what they like to wear. This V-neck jumper and ruffled blouse shows off

the tiniest waists and makes every little girl look good enough to eat. 1-6, 35c.

3990 — This youngster knows that clothes make the man, and in this outfit he's sure to break feminine hearts from five to fifty. Long cuffed trousers,

plaid weskit, and banded cardigan jacket with a pocket in sizes 2-6, 35c.



Above — Our pre-schoolers find that school is fun.

4166 — Everyone gets a lollipop the first day of school and here we find Junior enjoying his, clad in little boy shorts and an open-neck shirt. 2-6, 35c.

3992 — This little girl, already building for her future, wears a gay plaid skirt and solid color jacket with rounded collar and cuffs, and a notched waist. A Simple-To-Make fashion. 1-6, 35c.

4166



KEVISON



Photo above: Fashion plates at nursery school. The little girl on the left wears a cunning outfit of Mooresville Sanforized cotton dobby — with full skirt and fitted weskit. Simple-To-Make 3992, 1-6, 35c. Her companion's suit has a pleated skirt and box jacket. Mooresville Mooralon of rayon and DuPont Orlon, 4236, 1-6, 35c. Earl-Glo linings. Armo hair canvas interfacing.

Photo left: Anything and everything arouses a toddler's interest. This very young man is all set for exploring in overalls and jacket of Cone's plain and plaid Gaycord corduroy. 4417, sizes 1/2-3, 35c.

4167 — His first romance and the little girl finds him mighty appealing in overalls, buttoning to the front, an elastic at back waistline. 1/2-3, 35c.

4385 — She's pretty cute herself in a demure little dress with round collar and puffed sleeves, and a detachable apron to button on at the waist. 1-6, 35c. BGE buttons. Ekvws. p. 64. Ydgs. p. 66. All Simplicity Patterns are printed.



2



1

3

Simple To Make Jiffy Dresses

1. A belt-in jumper that's Simple to Make and fun to wear. An easy cowl collar circles the wide neckline. Wear the collarless blouse underneath. Dress of Striped Raydene by St. George. Both 4398, 11-18, 35c.
2. A second view of the belt-in jumper. The sleeve is just a little longer; the blouse is shed to show-off the becoming neckline. Dress of Lankenau's La Clair Boucle. 4398, 11-18, 35c.
3. A handsome shirtwaist dress of dark striped denim for Winter wear. For accent — the pure white cuffs and bow collar. Tiny buttons by Costumakers. Avondale's Sanforized Onyx Denim. 4416, 11-18, 35c.



4. A classic dress that takes easily to accessories. Pattern includes extra collars and cuffs for a change of mood. Dress styled in Cohama's Bouclaine. 4007, 12-20, 35c.
5. This casual jumper dress achieves all the clean-cut lines needed for an easy to wear, Simple to Make dress. Pattern includes the soft under-blouse. Wyner's Sag-No-Mor worsted jersey. 4080, 12-20, 35c.
6. An all occasion dress, with straight yoke to set off the make-believe pockets and stand-up collar. For a tweed-like texture — Avondale's Boxwood cotton. 4416, 11-18, 35c. Accessory Information p. 62. Backviews on page 64. Yardages on page 66. All Simplicity Patterns are printed.

Gift Mart

For Girls — a whole round-up of surprises to be taken from Santa's pack on Xmas Eve, put under the tree, and opened with joy the day of days.

4152 — For Hopalong fans, a real cowgirl outfit from the Old West. 2-10, 35c.

4102 — For visions of sugar plums and sweetest dreams make your little girl these enchanting pajamas ruffled at the wrist, neck, and ankles. 1-6, 35c.

4097 — Brother and sister dolls dressed in holiday finery. One size, 35c.

4384 — Three little kittens *with* their mittens. Smock with transfer. 1-6, 35c.

4384 — Striped slacks and a cunning smock with trim to match for family evenings. The kitten smock (same pattern) also goes with the slacks. 1-6, 35c.

4136 — A Big Apple pinafore for junior housekeepers. With transfer. 1-6, 35c.



4152

For Women — A galaxy of gifts, some frivolous, some practical to brighten her every day from Dec. 25th on through all the many more to come.

4092 — Full length princess apron, plaid trim. Sm., med., lge., ex. lge., 35c.

3761 — Wrap-around housecoat — A Simple-To-Make gift. Sm., med., lge., 35c.

4066 — Pouch bag and bonnet to set off her outfit. Hat sizes 22", 23", 35c.

3718 — A bright hostess apron for holiday parties, ric-rac trim. 1 size, 25c.

4137 — Three-tiered petticoat to give her skirts a festive whirl. 11-18, 35c.

4067 — Ascot and pillbox for her suits. Hat sizes 22", 23". With transfer, 35c.

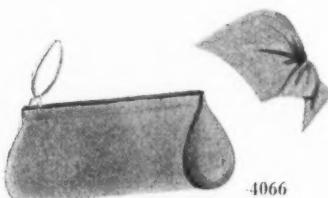
4424 — Tri-corner stole to grace the season's silhouettes. Simple-To-Make, 25c.



4092



3761



4066



3718



4137



4067



For Men and Boys—Here's a large collection of Christmas items for you to sew for the men in your family. Make several of them. 4167—For boys who want to be engineers, suit with train transfer. 1/2-3, 35c. 4100—Just like Dad's, plaid sports shirt for fishing, camping trips. 4-16, 35c. 1961—Elder half of Father-Son team, sport shirt for Dad: Sm., med., lge., 25c. 4107—A weskit for Dad. 34-44, 35c. Same for Son (not shown) 4134, 4-12, 35c. 2172—For his pipe and slippers—wrap-around robe. Sm., med., lge., 25c. Not shown, Simplicity robe for Junior with identical details. 4133, 4-16, 35c. 4152—From days when men were men, authentic western outfit. 2-10, 35c. Backviews are on p. 68; yardages on p. 72. All Simplicity Patterns are printed.

4424



HIMMEL

For Formal Evenings

The timeless formula: Shoulders bare to the bewitching magic of soft lights, bodice hugged close to the midriff and waist, and yard upon yard of billowing skirt to make your every waltz a dream come true. White dress, 4439, 12-20, 50c; black, 4440, 11-18, 50c. Both, Reprise taffeta of Celanese acetate. Crisp petticoats of Chicopee washable Crinolast.



More moon magic for dance till dawn evenings. The black gown has tiny straps and enormous skirt.

4439, 12-20, 50c; the white features a sash and trim of Vanetta velveteen, 4440, 11-18, 50c.

Both Widder Bros. yarn dye and Taf-Tay taffeta. Chicopee washable Crinolast petticoats. "Seam-Thin" zippers by Talon. Backviews p. 68. Ydgs. p. 72. Access. inf. p. 62. All Simplicity Patterns are printed.



For Informal Evenings

For Fall evenings at home, at the theatre or an informal supper party . . . a complete wardrobe for all your informal occasions.

An elegant blouse with deep V-neckline, shirred sleeves. 4213, 11-18, 35c.

Skirt of unpressed box pleats, cummerbund included. 3841, 24-32, 35c. Martin's black velvet.



Above: A sleeveless square necked blouse, accented by wing collar. 4351, 12-20, 35c.

Wamsutta's Suttaroy in Everglaze. Cover-up with a wide triangular stole.

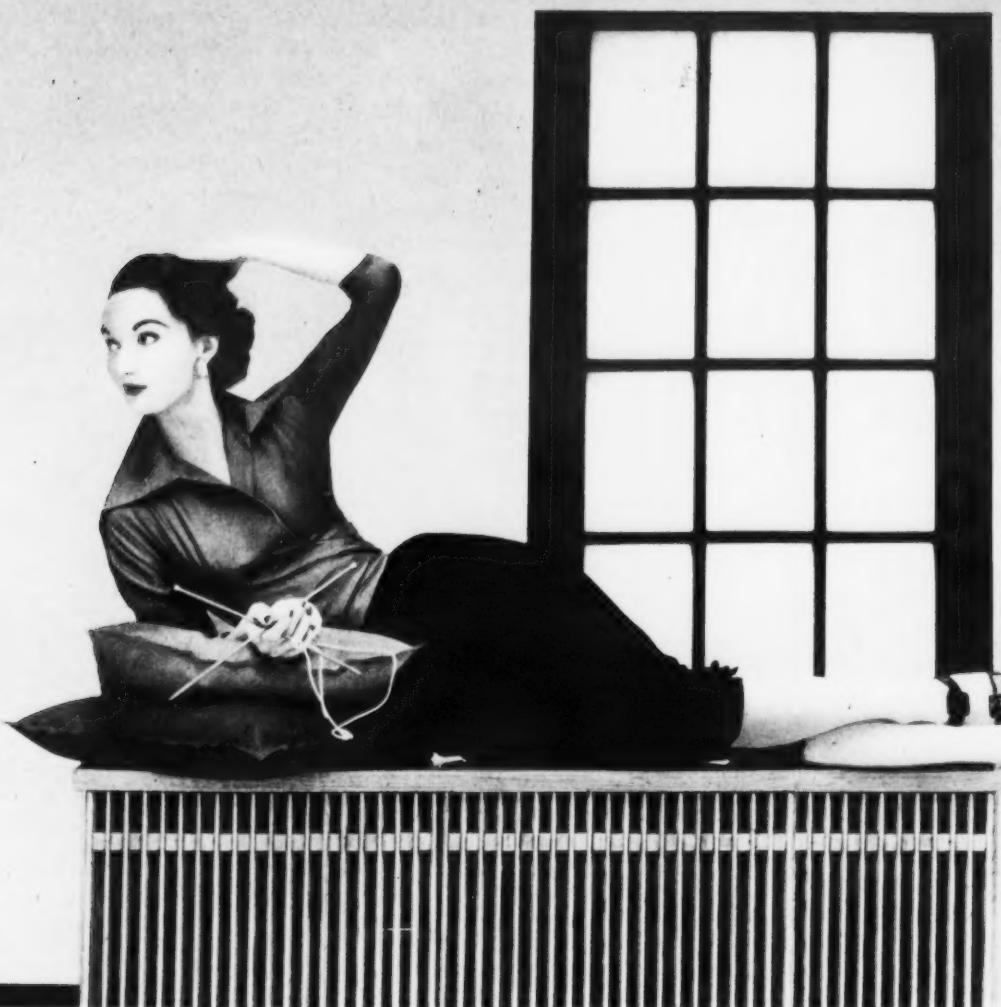
4424, one size, 25c. Security worsted jersey, Franken fringe.

Tapered slacks tailored to fit. 3578, 24-32, 25c. Wamsutta's Cotton Serge.

Left: A festive wrap-on house-coat. 3761, sm., med., lg., 35c.

Forge Mills velvet striped taffeta. Seely shoulder pads.

All Simplicity Patterns are printed. Access. infor. p. 62. Bkws. p. 68. Ydgs. p. 72.

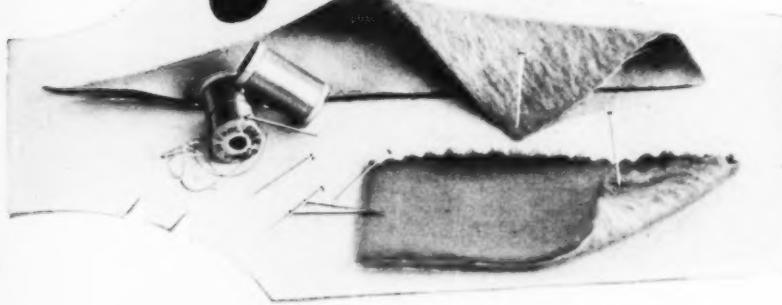


Left: A lounging ensemble — a blouse that wraps around, tapered pedal pushers. 4255, 12-20, 35c. Amity's Seta Shan silk shantung blouse and Italian velveteen pants. Seely shoulder pads. Below Left: Perfect together; jersey and felt. Basic turtle-neck blouse 3980, 11-18, 35c. Lebanon's Sanforlan Washajersi. Half-circle skirt 3560, 24-32, 25c. Continental Vel-Fel Felt. Below Center: A jacket to wear with pants or a skirt. 4376, 11-18, 35c.



Pedal pushers. 3578, 24-32, 25c. Cone's Sportcord printed corduroy. Seely shoulder pads. Below Right: The slender line of a sheath dress. 4222, 12-20, 35c. Vanetta's imported Velveteen.





So much easier, and so time-saving to line and interline your coat in one sweep with Skinner SUNBAK. Gives you more professional results: no clumsy bulk, no shifting or buckling, your coat drapes smoothly in the fashion lines designed for it. This Skinner SUNBAK lining is luxurious rayon satin with 100% virgin wool napped back...light and warm as the sun on your shoulders.

Simplicity Pattern No. 4437
*A PATENTED FABRIC

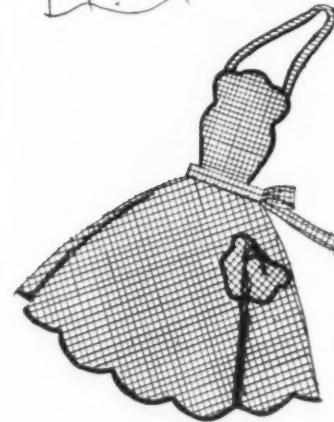
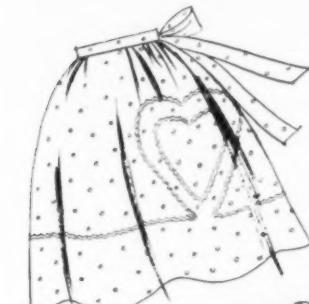
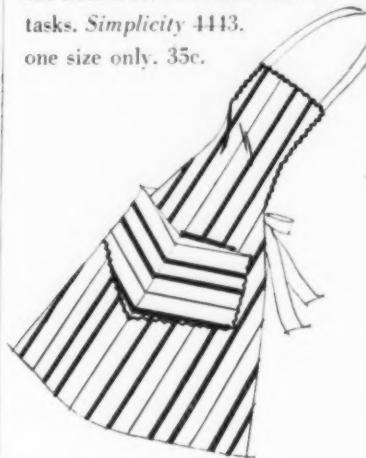
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Inside story
on coat success...
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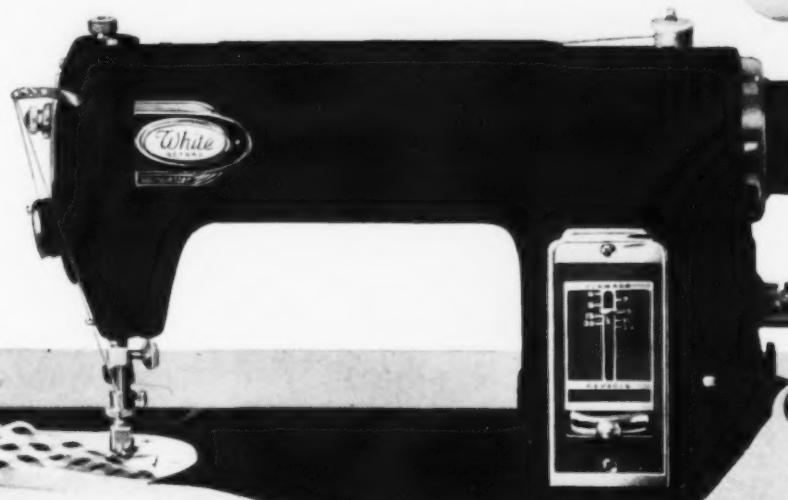
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Accessory Information

Here is a listing of the accessories used to complete the costumes in this issue and the page numbers on which they are featured. The New York address of each manufacturer is given. Write to him; he will tell you what store in your vicinity carries the merchandise. Don't order from him; his is not a retail business and he is not equipped to serve you.

Bags: Pg. 57, Lu Jean Evening Bag, 130 Madison Ave.

Pgs. Cover, 22, 23, 26, 30, 31, 32, 37, 53, Ronay Bags, 1 E. 33 St.

Belts: Pgs. 27, 29, 36, 38, 39, Calderon Belts, 389 Fifth Ave.

Pgs. 24, 26, 52, 53, Ronay Belts, 1 E. 33 St.

Flowers: Pgs. 56, 57, Flower Modes, 17 E. 37 St.

Gloves: Pgs. 26, 27, 38, 39, Grandoe Gloves, 244 Madison Ave.

Pgs. Cover, 22, 23, 30, 31, Hansen Gloves, 500 Fifth Ave.

Jewelry: Pgs. Cover, 22, 23, 28, 29, 30, 31, 36, 37, Bergere Jewelry, 392 Fifth Ave.

Pgs. 24, 25, 56, 57, 58, Ralph De Rosa, 404 Fourth Ave.

Scarves: Pgs. 22, 23, 25, 26, 30, 31, 37, 39, Vera Scarves, 417 Fifth Ave.



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Butler, Pa.TROUTMAN'S
Cincinnati, Ohio.....ROLLMAN'S
Cleveland, O.STERLING-LINDNER-DAVIS
Columbus, Ohio....MOREHOUSE-FASHION
Connellsville, Pa.TROUTMAN'S
Dallas, TexasTITCHE-GOETTINGER
Easton, Pa.LAUBACH'S
Grand Rapids, Mich.HERPOLSHEIMER'S
Great Falls, Mont.THE PARIS CO.
Greensboro, N. C.MEYER'S
Greensburg, Pa.TROUTMAN'S
Harrisburg, Pa.POMEROY'S
Indiana, Pa.TROUTMAN'S
Jackson, Mich.FIELD'S
Kansas City, Mo.PECK'S
Lake Charles, La.MULLER'S
Lebanon, Pa.THE BON TON
Lewiston, Idaho.....C. C. ANDERSON
Longview, Wash.THE BON MARCHE
Lynchburg, Va.GUGGENHEIMER'S
Malden, Mass.JOSLIN'S
Minneapolis, Minn.DONALDSON'S
Muskegon, Mich.HARDY-HERPOLSHEIMER'S
New Castle, Pa.THE NEW CASTLE STORE
New York City.....GERTZ, JAMAICA
New York City.....GERTZ, FLUSHING
New York City.....STERN BROTHERS
Paterson, New Jersey....QUACKENBUSH'S
Pendleton, Oregon.....C. C. ANDERSON
Pontiac, Mich.WAITE'S
Pottsville, Pa.POMEROY'S
Rapid City, S. D.DONALDSON'S
San Antonio.....JOSKE'S OF TEXAS
Savannah, Ga.LEVY'S
Seattle, Wash.THE BON MARCHE
Springfield, Mo.HEER'S
St. Paul, Minn.THE GOLDEN RULE
St. Petersburg, Fla.MAAS BROTHERS
Syracuse, N. Y.DEY BROTHERS
Tampa, Florida.....MAAS BROTHERS
Warren, Pa.METZGER-WRIGHT
Waterloo, IowaBLACK'S
Wilkes-Barre, Pa.POMEROY'S

• • • • • • • • • • • • • • •

Mail to the store nearest you, or to
ALLIED PURCHASING CORP.,
Dept. FS, 401 Fifth Avenue, New York
16, New York.

Please send me the following Wesco's
"Painted Desert" yardage as advertised
in Fall "Simplicity." Enclosed is check
_____ or money order _____ for
\$ _____

ORDER BY LETTER

LETTER	NO. OF YARDS

NAME _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____

Include amount for City and/or
State Tax if you live in taxable area.



THE HAUNTINGLY BEAUTIFUL colors of America's

Painted Desert come to life in this
new rayon and acetate fabric . . .

Wesco's PAINTED DESERT.

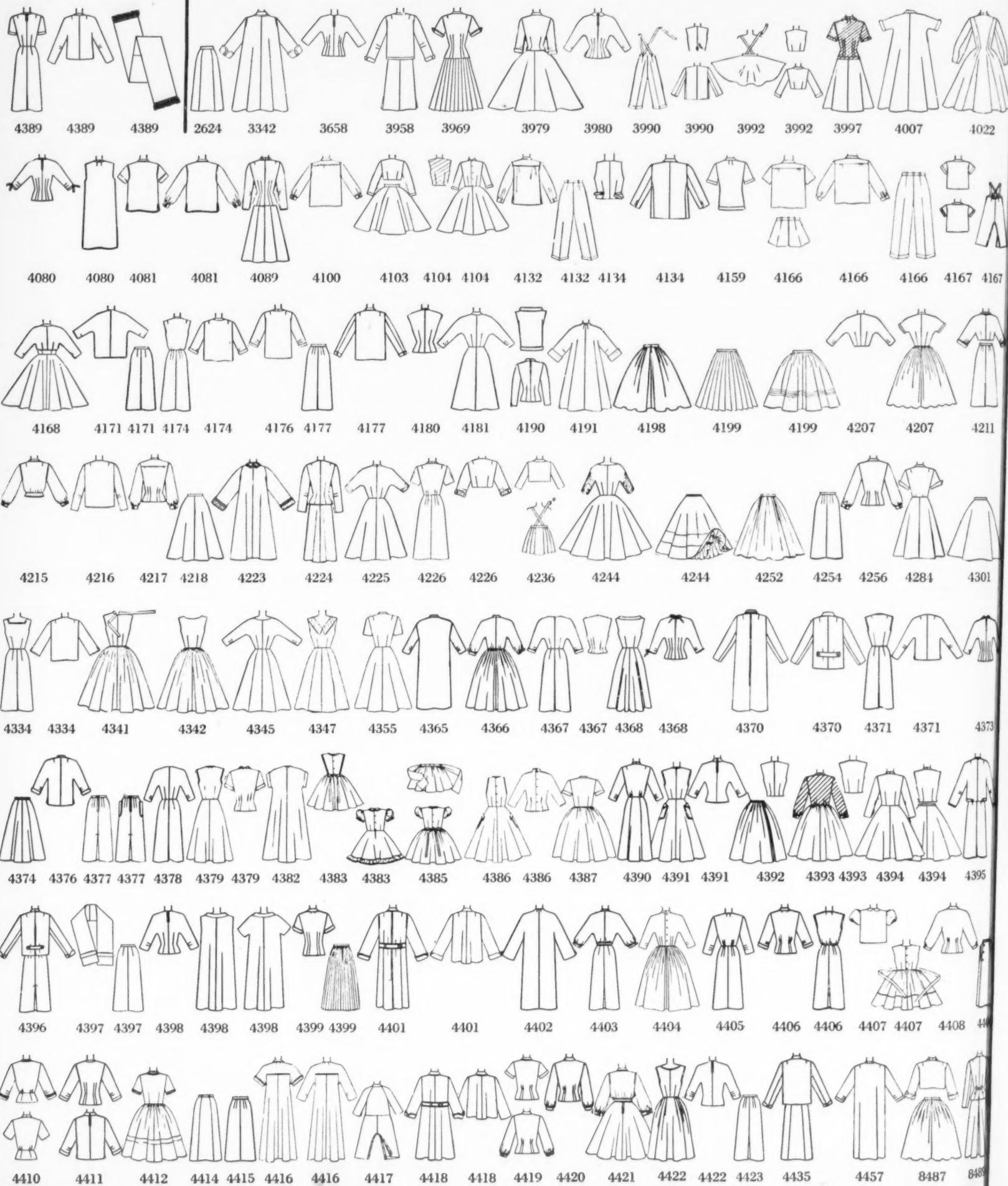
CREASE-RESISTANT . . . easy to sew—it's
another laboratory triumph, exclusive
with Wesco. In 16 exquisite Painted
Desert multi-colors—for dresses,
sport separates, skirts. 44" wide.

\$1.59 a yard at your favorite store.

WESCO
PAINTED DESERT
RAYON AND ACETATE
44" WIDE
16 EXQUISITE PAINTED DESERTS
\$1.59 A YARD
WESCO FABRICS
WILLIAM & SCHOENFELD FABRICS, INC., 460 SEVENTH AV., NEW YORK 19

FRONT COVER

BACKVIEWS FOR STYLES SHOWN IN THIS ISSUE





Press as you Sew... like a Professional!

GET A

UNIVERSAL

lightweight

STEAM 'N DRY IRON

WITH THE AMAZING JIFFY-SWITCH

When you sew, the UNIVERSAL Steam 'n Dry Iron will be your best friend. Press or steam even the most difficult fabrics—make every step easier and give the finished garment that "professional" look. The UNIVERSAL Steam 'n Dry Iron switches immediately from steam to dry—or back without ever emptying the water. And you can adjust the heat just as easily—for a crisp rayon lining one minute, for a heavy woolen fabric the next!



"Click" it's Steam
"Click" it's Dry

Switches instantly—Change immediately from steam to dry ironing and back again without emptying the water.

No guessing—"Window" in top of handle shows whether you're switched to steam or dry.

Wrinkle-proof heel and all 'round sloping bevel irons in any direction without wrinkling... slips easily into pleats and ruffles.

Lightweight—Weighs only 3½ lbs.—no more than an ordinary dry iron. Scientifically balanced weight for ease in handling.

Safe, quick steam—"Drop by drop" method produces instant steam... water never boils.

Longer steaming—Automatic heel-rest shut-off conserves steam. 8 ounce capacity—supplies steam for forty-five minutes.

Free!

"BE YOUR OWN
WARDROBE MISTRESS"
Universal's booklet
on how to get the most
from a steam iron.

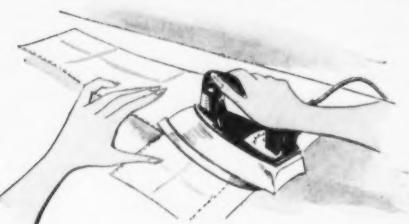


Landers, Frary & Clark, Dept. S, New Britain, Conn.

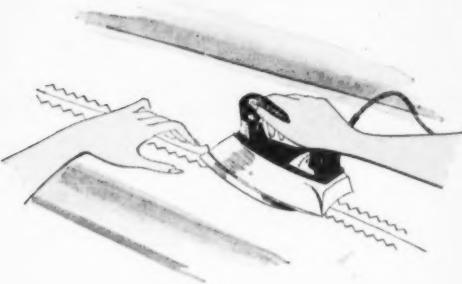
Please send me your **FREE** booklet on Steam Ironing Hints.

NAME.....
ADDRESS.....
CITY..... STATE.....

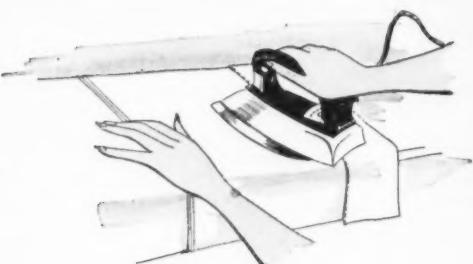
Steam Makes Your Sewing Easier!



PRESS THE PATTERN to smooth out wrinkles at nylon setting... press or steam the fabric, too, before you pin and cut!



STEAM THE SEAM. Steam or press every seam to give smoothness after stitching, for that tailored "professional" look.



STEAM EACH FOLD. When you make a hem, band, dart or fold... when you "turn in" a raw edge, steam it into position *before you sew*, for that "dressmaker" appearance.

UNIVERSAL
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

APPROXIMATE YARDAGES

All Simplicity Patterns are Printed. Patterns are 25, 35 or 50 cents. Yardages are in one size depending on size-range, and serve only as estimates. Check yardages for your size on back of pattern envelope before buying fabric.

No.	Pages	Size	Yards	Width
2624	30	26	1 1/4	54"
3342	43	16 1/2	3 1/4	54"
3658	40	12	1 1/4	54"
3958	41	12	3 1/4	39"
3969	38	14	4 1/4	39"
3979	41	12	jacket 1 3/4 skirt 2 1/4	39"
3980	30	14	1 1/4	54"
3990	50	4	jacket 1 vest 7/8 trousers 1	54"
3992	50	4	jacket and skirt 1 1/2	54"
3992	51	4	weskit and skirt 1 1/2	35"
3997	40	12	top 1 1/4 skirt 1 1/4	54"
4007	53	16	5 1/2	39"
4022	37	16	4 1/4	54"
4080	53	16	jumper 1 1/4 blouse 1 1/4	54"
4081	26	16	long sleeves 1 1/4	54"
4081	27	16	short sleeves 1 1/4	39"
4089	43	16	3	54"
4100	47	10	1 1/4	54"
4103	48	10	jacket and skirt 2 1/4 blouse 1 1/4	54"
4104	48	10	dress 3 weskit 1 1/4	35"
4132	47	8	shirt 1 1/4 slacks 1 1/4	35"
4134	49	8	jacket 1 1/4 vest front and back 1 1/2 vest front 1 1/2	54"
4159	36	16	1 1/2	54"
4166	50	4	long sleeve shirt 1 1/4 long trousers 7/8 short sleeve shirt 1 1/4 shorts 1/2	35"
4167	51	2	shirt 3/4 overalls 1 1/4	35"
4168	47	10	jacket 1 jumper 1 1/4	54"
4171	31	14	2 1/4	54"
4174	29	16	sleeveless dress 3 1/4 jacket 1 1/4	39"
4176	28	16	1 1/4	54"
4177	37	16	jacket 2 skirt 1 1/4	54"
4180	36	16	2 1/4	35"
4181	25	16	3 1/4	44"
4190	23, 27	14	overblouse 1 1/4	54"
4190	27	14	blouse 1 1/4	51"
4191	33	14	3 1/4	54"
4198	38	14	1 1/4	54"
4199	47	10	1 1/4	54"
4199	49	10	2 1/4	35"
4207	29	14	dress 4 1/4 jacket 1 1/4	35"
4211	40	12	jacket 1 1/4 skirt 1 1/4	35"
4215	27	16	1 1/4	54"
4216	29	16	blouse and jacket trim 1 jacket 1 1/2	54"
4217	36	16	2 1/4	35"
4218	36	16	3 1/4	35"
4223	32	16	3 1/4	54"
4224	37	16	3 1/4	44"
4225	43	16 1/2	3 1/4	39"
4226	42	16 1/2	dress and jacket 3 1/4 contrast 3/4	44"
4236	51	4	jacket 3/4 skirt 7/8	54"
4244	35	16	dress 5 petticoat 6 1/4	44" 39"
4252	36	28	3 1/4	35"
4254	36	28	1	54"
4256	38	14	2 1/4	35"
4284	43	16 1/2	3 1/4	35"
4301	27	28	2 1/4	54"
4334	35	16	dress and jacket 4 1/4	39"
4341	38	14	4	44"
4342	38	14	4	44"
4345	42	16	2 1/2	54"
4347	43	16 1/2	3 1/4	35"

No.	Pages	Size	Yards	Width
4355	42	16	3 1/4	35"
4365	40	12	2 1/4	44"
4366	41	12	lengthwise stripe 4 1/4	35"
4367	24	14	dress 2 1/4 weskit 7/8	44" 54"
4368	39	14	jumper 2 1/4 blouse 1 1/4	54" 54"
4370	32	14	long coat 2 1/4	54"
4370	39	14	short coat 2 1/4	54"
4371	31	16	dress 2 1/4 jacket 2	54" 54"
4373	28	14	blouse 1 1/4 contrast 1 1/2	39" 39"
4373	38	14	1 1/4	54"
4374	42	28	1 1/4	54"
4376	30	14	collarless 2 braid trim 1 3/4	54" 54"
4376	39	14	mandarin collar 1 1/4	54"
4377	26, 38, 39	26	1 1/4	54"
4378	35	16	3	44"
4379	42	16	blouse 2 jumper 2 1/4	35" 54"
4382	43	16 1/2	3 1/4	39"
4383	50	4	jumper 1 1/4 blouse-petticoat 1 1/4	54" 35"
4385	51	4	dress 1 1/4 apron and binding 1	35" 35"
4386	46	10	jumper 2 1/4 blouse 1 1/2	35" 35"
4387	49	10	2 1/4	35"
4389	22, 23	14	dress 1 1/4 jacket 2 1/4 stole 1	54" 54" 54"
4390	24	16	dress and stole 4 1/4	44"
4391	41	12	blouse 2 jumper 3 1/4	35" 39"
4392	40	42	weskit 1 1/4 skirt 1 1/4	54" 54"
4393	49	10	body 1 1/4 skirt 2 1/4	35" 35"
4394	46	10	weskit 1 1/4 skirt 2 1/4	35" 35"
4394	47	10	jacket and jumper 4 1/4	35"
4395	31	14	weskit 1 1/4 skirt 3/4	35" 35"
4396	31	16	skirt 1 1/4 jacket 1 1/4	54" 54"
4397	36	16	2 1/4	54"
4398	56	14	jumper 4 blouse 1 1/4	35" 39"
4398	52	14	jumper 2 1/4	54"
4399	39	14	3	54"
4401	23, 33	16	long coat 3 1/4	54"
4401	37	16	short coat 2 1/2	54"
4402	32	16	3 1/4	54"
4403	29	14	dress 2 jacket 1 1/2	54" 54"
4404	28	16	3	54"
4405	43	16	3 1/2	39"
4406	35	16	jumper 2 1/4 blouse 1 1/4	39" 39"
4407	50	4	jumper 1 1/4 blouse 7/8	35" 35"
4408	36	16	2 1/4	35"
4409	36	28	1 1/4	54"
4410	42	16	short sleeves 2 1/4	35"
4410	42	16	3/4 sleeves 2 1/4	39"
4411	26	14	1 1/4	54"
4412	49	10	3/4	35"
4414	42	28	1 1/4	54"
4415	40	26	1	54"
4416	52, 53	14	3/4 sleeves 3 3/4	35"
4417	51	2	short sleeves 3 3/4	35"
4418	48	10	overalls 1 1/4 jacket 1 1/4	35" 35"
4419	47	10	long coat 2 1/4	54"
4419	49	10	short coat 1 1/4	54"
4420	40	12	2	35"
4421	48	10	jacket 1 1/4 skirt 1 1/4	54" 54"
4422	24	14	jumper 4 blouse 1 1/4	35" 54"
4423	30	16	stole 7/8 weskit 1	54" 54"
4425	42	16 1/2	skirt 1 1/4	54"
4426	44	16	jacket 1 1/4 skirt 1 1/4	54" 54"
4427	29	16	2 1/2	54"
4428	39	14	jacket 1 1/2 skirt 1 1/2	54" 54"
4429	40	16	2 1/2	54"
4430	42	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4431	44	16	2 1/2	54"
4432	46	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4433	48	16	2 1/2	54"
4434	50	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4435	42	16 1/2	2 1/2	54"
4436	44	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4437	46	16	2 1/2	54"
4438	48	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4439	50	16	2 1/2	54"
4440	52	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4441	54	16	2 1/2	54"
4442	56	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4443	58	16	2 1/2	54"
4444	60	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4445	62	16	2 1/2	54"
4446	64	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4447	66	16	2 1/2	54"
4448	68	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4449	70	16	2 1/2	54"
4450	72	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4451	74	16	2 1/2	54"
4452	76	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4453	78	16	2 1/2	54"
4454	80	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4455	82	16	2 1/2	54"
4456	84	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4457	86	16	2 1/2	54"
4458	88	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4459	90	16	2 1/2	54"
4460	92	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4461	94	16	2 1/2	54"
4462	96	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4463	98	16	2 1/2	54"
4464	100	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4465	102	16	2 1/2	54"
4466	104	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4467	106	16	2 1/2	54"
4468	108	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4469	110	16	2 1/2	54"
4470	112	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4471	114	16	2 1/2	54"
4472	116	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4473	118	16	2 1/2	54"
4474	120	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4475	122	16	2 1/2	54"
4476	124	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4477	126	16	2 1/2	54"
4478	128	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4479	130	16	2 1/2	54"
4480	132	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4481	134	16	2 1/2	54"
4482	136	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4483	138	16	2 1/2	54"
4484	140	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4485	142	16	2 1/2	54"
4486	144	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4487	146	16	2 1/2	54"
4488	148	16	jacket 1 1/2 skirt 1 1/2	54" 54"
4489	150	16	2 1/2	

Give Blood

Blood collecting activities have been integrated into a single National Blood Program this year, designed to provide blood on a continuing basis for military, civilian and civil defense use. Men in Korea are still urgently in need of blood. Many of their comrades, wounded in earlier actions, are in military hospitals, facing surgery and long periods of convalescence during which large quantities of blood will be required. Each day hundreds of our civilian population in community hospitals require blood and blood products. In addition to these immediate and continuing needs, it is imperative that a national reserve of plasma be built up, ready for use in case of enemy attack or major disaster. To meet these needs for whole blood and a national defense reserve, the National Blood Program requires your support.

CALL YOUR RED CROSS OR COMMUNITY BLOOD DONOR CENTER TODAY FOR AN APPOINTMENT TO GIVE BLOOD.

NOW! Give Exciting

Custom LOOK
to your "Home-Made" Dress
Learn EASY TO SEW
Factory Short Cuts AT HOME
Make Money While You Learn

It's easy to make dresses with Professional Technique. New, exciting methods, teaching proper PATTERN FITTING — do away with old fashioned processes of sewing. First real advance in home sewing in 50 years.

LEARN FACTORY SHORT CUTS AT HOME, and enjoy a custom made appearance in your wardrobe. Take full advantage of the wide variety of styles in READY MADE PATTERNS. Fully illustrated Lessons — and our Staff — give you step by step instructions, to make it easy and FUN to sew.

SAVE Money. EARN Money.
You may quickly pay for this new Course in savings on your clothes. The first dress you make — with the "Custom Made Look" as we teach you — may pay for your Course.

And, our "Money Makers" Lesson shows you how to earn extra money each week in sewing while you learn. Mail coupon today for free Booklet telling about this unique, new low-priced home study Sewing Course, revealing secret professional short cut methods for the first time.

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Please send me your free Booklet, "How to Give 'Made at Home' clothes the 'Custom Made' Look". Also, include your "Money Makers" to show me how I can earn while I learn.
Name..... Age.....
Address.....
City..... Zone..... State.....

Completely Adjustable, Life Size Dress Form only \$5.95

New flexible material makes amazing dress form only dummy you can adjust larger or smaller to fit your personal measurements. Does everything a \$30 dress dummy can do and more—and costs only 1/6th the price.

If you've ever felt that a dress form made to your own measurements was too expensive . . . If you've hesitated to invest \$10, \$20, \$30 for a dress dummy that was useless once you lost or gained weight . . . If you simply haven't got the room to store a bulky, old-fashioned 40-pound dress dummy — then here's exciting news for you!

Created By Top Hollywood Designer—New, Full-Size Dress Form Weighs Only 2 Pounds—Lasts A Lifetime

After hundreds of experiments, Ann Baldwin, one of Hollywood's top designers, has at last created a dress form that does everything a \$30 dress form can do and more — and yet costs a fraction of the price. By the use of KRAFT-BOARD, a remarkable, lightweight material which can't break, chip or crack, Ann Baldwin has created an adjustable dress form that is so light, so handy that you can fit your dress, pin it, baste it . . . and do it all without once getting up from your chair. A full, life-size dress form that is so flexible you can adjust it in a few minutes to your exact measurements, no matter how much they may change within your size range during the years — a completely new kind of dress form that guarantees a perfect fit every time — that shows you exactly what your finished blouse, skirt or dress will look like on you before you ever begin to sew.

Scientifically Placed Guides Take All The Guesswork Out Of Sewing — Automatically Stops You From Making Mistakes

How would you like to remodel your last year's fall ensemble into this year's latest Paris fashions — and do it quickly, easily with none of that dreaded amateur "homemade look?" It's so easy with your Ann Baldwin Dress Form.

Scientifically placed guides for the side, front, back, shoulder and waist

seams, automatically stop you from making a mistake. Simply fit your dress on the dress form and you know that it is perfectly centered — guarantees a professionally tailored garment at the very first fitting. And because you pin your patterns right on your Ann Baldwin Dress Form you see at a glance what your dress will look like on you when finished . . . where it needs more material — where it needs less . . . whether sleeves or shoulder lines need altering — whether the neckline, waistline, sleeves and hem will come exactly the way you want them to. Never again will you have to waste 3 or 4 hours fitting on your dress. Never again will you have to rip out the seams because you couldn't get your dress to hang properly. Never again will you have to twist, turn and bend to get an even hemline.

Send No Money . . . Try the Ann Baldwin Dress Form In Your Own Home at Our Risk

Use the Ann Baldwin dress form to design your own high style fall fashions — use it for alterations — remodeling — or just plain simple sewing. Use it to adjust waistlines — lift shoulder lines — lower necklines. Use it for basting, stitching, fitting — for skirts, dresses, blouses, jackets. And if your Ann Baldwin dress form doesn't give you professional looking, 5th Avenue clothes the very first time you use it — if it doesn't pay for itself on the very first alteration you make — just return it for your full money back. But this amazing new dress form is still so new, so revolutionary. The only way you can get yours is through this magazine. Supplies are limited, it's first come, first served. So today, rush the NO-RISK coupon below complete with your bust, waist, and hip measurements to—

**ANN BALDWIN
HASTINGS PRODUCTS, INC.,
DEPT G-51, 141 Fifth Avenue,
New York 10, N. Y.**

Only Dress Form You Can Use In Sections — Do All Your Pinning, Altering, Hemming, While Sitting Down



No more aching arches, stiff shoulders or pains in the back from standing hours and hours on end. Now you can do all your fitting, pinning, altering and hemming with your Ann Baldwin dress form right on your lap. (Weights only 2 pounds, yet is strong enough to last a lifetime.) Complete your whole dressmaking operation without once getting up from your chair. And because you can use the Ann Baldwin dress form in sections, small garments become so much easier to handle. To sew blouses and pockets use only the torso. For skirts and slacks use only the hip parts. P. S. Also great for blocking sweaters.



GO ON A DIET AND KEEP YOUR CLOTHES FITTING PERFECTLY! NEW DRESS FORM ALWAYS ADJUSTS TO YOUR EXACT SIZE. Unlike old-fashioned \$30 plaster dummies which were useless once your figure changed, you can never outgrow your Ann Baldwin dress form. Made of pliable, felt-covered KRAFT-BOARD, this new lightweight dress form costs just \$5.95 and is completely adjustable within your size range. Just put the clips into self-adjusting holes and your hip, waist, bust and length are readjusted to your exact measurements once more. You get a perfect dress fit every time.

Flexible Shoulders Lets You Slip Entire Dress Right Over Your Ann Baldwin Dress Form—Without Opening The Seams!



Ever Try To Slip A One-Piece Dress Over An Old-Fashioned Plaster Dummy?

You have to open the seams — put the dress on the dummy — resew the seams. Your Ann Baldwin Dress form is scientifically designed so that you can merely bend in the shoulders and slip the dress on or off the form with no extra work of any kind. Shoulders snap back into shape instantly.

MAIL NO RISK COUPON TODAY!

**ANN BALDWIN SALES CORP.
Hastings Products, Inc. Dept. G-51
141 Fifth Avenue, New York 10, N. Y.**

Please rush me Ann Baldwin's new adjustable, match-your-figure dress form in exact measurements for a 30 day No-Risk Trial.

When my dress form arrives, I will pay postman only \$5.95 plus postage. If I am not completely satisfied—if my Ann Baldwin dress form does not do everything a \$30 dress form can do and more—if it doesn't pay for itself the very first time I use it—I will return it for my full purchase price refund, no questions asked.

My measurements are:



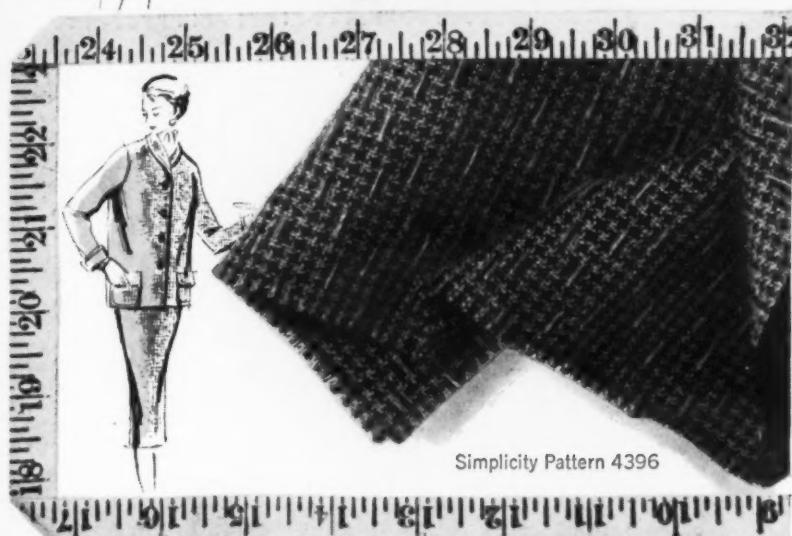
NAME..... (please print in pencil)

ADDRESS.....

CITY.....

ZONE..... STATE.....

CHECK HERE TO SAVE MONEY! Enclose payment with order and we'll pay all postage and shipping fees. Same money back guarantee, of course.



*Fabric shrinkage no more than 1%. **Trade-mark for DuPont's acrylic fiber. †Trade-mark of American Viscose Corp.

See them now at your favorite fabric department! The year-round cottons, woven with new depth, styled in new mezzotints, mercerized and Sanforized for lasting looks and fit. And don't miss Mooralon, the washable suiting woven of rayon and ORLON that holds pleats, resists wrinkles, defies moths.

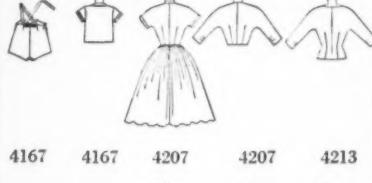
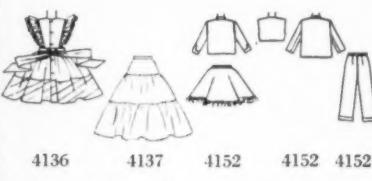
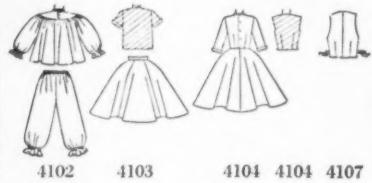
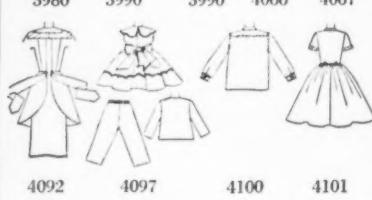
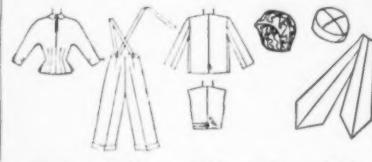
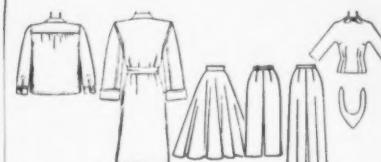
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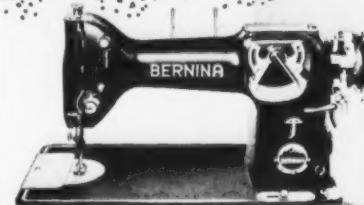
BACKVIEWS FOR STYLES
SHOWN ON PAGES 54 THROUGH 59



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Angora Angles

There are all sorts of adjectives to describe angora, but when all is said and done a touch of angora is about the most flattering thing a lady can wear. Here we have styled several Simplicity outfits with angora accessories you can make yourself. For directions send a long, self-addressed, and stamped envelope to *Angora Knits*, Simplicity Pattern Book, 200 Madison Ave., N. Y. 16, N. Y. All Fairknit French Angora. All Simplicity Patterns are printed.



With the dark drama of a stark black sheath, a luxuriant muff of purest white angora to grace the evening hours.

Sheath 4222. 12-20, 35c.



Angora in a casual mood — a tam and ascot to brighten any football weekend and keep you warm at the game. The jumper dress with box jacket, 4371 in sizes from 12-20, 35c.

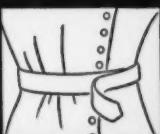
self belts on dresses

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So easy to make with

"BAC-A-BELT"



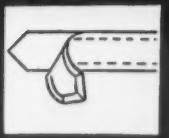
1. Cut BAC-A-BELT backing 6" longer than waist measurement and finish off to point as illustrated.



2. Cut dress fabric $\frac{1}{4}$ " wider and $\frac{1}{4}$ " longer than backing.



3. Stitch your dress material to BAC-A-BELT backing all around, close to edge, turning dress fabric under while sewing.



4. At point, turn in fabric following shape of point.

and the

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"BAC-A-BRAND", BUCKLE

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Instructions on reverse side of all buckle cards.



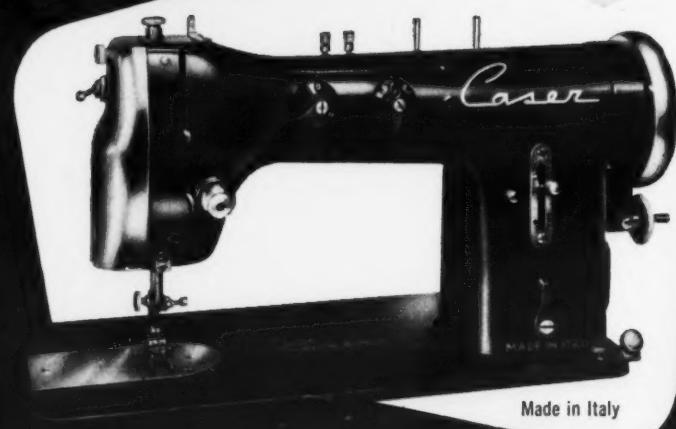
BAC-A-BRAND PRODUCTS, INC., New York 3

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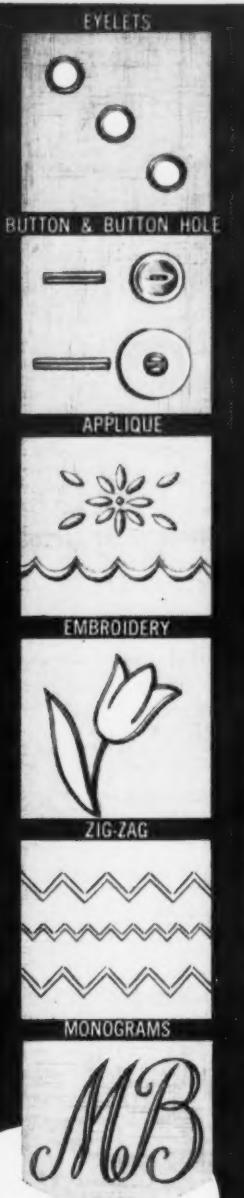


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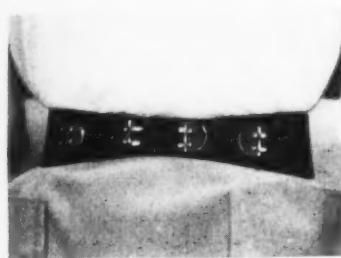
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Simplicity Pattern No. 4445

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Approximate Yardages

All Simplicity Patterns are Printed. Patterns are 25, 35, or 50 cents. Yardages are in one size-range, and serve only as estimates. Check yardages for your size on back of pattern envelope before buying fabric.

No.	Page	Size	Yards	Width
1961	55	med.	3	35"
2172	55	med.	length-wise striped	35"
3560	59	28	felt	2 72"
3578	58	28	1 1/4	54"
3578	59	28	1 7/8	39"
3658	53	12	1 1/4	54"
3718	54	one size	1 3/4	35"
3761	54	med.	6 1/8	35"
3761	58	med.	6 1/8	44"
3798	53	28	1 7/8	54"
3841	58	28	4	39"
3953	53	26	felt	1 1/4 72"
3980	53, 59	14	1 3/4	54"
3990	53	4	vest	7/8 35"
			jacket	1 54"
			trousers	1 54"
4066	54	22	hat	1 1/2 35"
			bag	3/8 35"
4067	54	22	hat and scarf	3/8 35"
4092	54	med.	contrast	2 5/8 35"
4097	55	one size	see pattern envelope for yardages	35"
4100	55	10	2 1/8	35"
4101	53	10	3 1/8	35"
4102	55	4	3 1/2	35"
4103	53	10	blouse	1 3/8 35"
			jacket and skirt	2 1/4 54"
4104	53	10	dress	3 1/2 35"
			weskit	3/4 35"
4107	55	36	vest front	3/4 35"
			vest back and lining	1 3/4 39"
4136	55	4	1 1/2	35"
			contrast	1 35"
4137	54	14	2 1/4	35"
4152	54, 55	6	girl's shirt	1 1/2 35"
			girl's bolero and skirt	1 3/4 35"
			boy's shirt	1 1/2 35"
			boy's pants	1 3/4 35"
			boy's jacket	1 3/4 35"
4167	55	1	shirt	3/4 35"
			overalls	7/8 35"
4207	53	14	bodice	1 3/4 35"
			skirt and jacket	4 1/4 39"
4213	58	14	15/8	39"
4222	59	16	27/8	35"
4255	59	16	blouse	2 3/8 39"
			pedal pushers	2 1/4 35"
4351	60	16	1 3/4	39"
4376	59	14	17/8	54"
4384	55	4	apron all one fabric	7/8 35"
			slacks, collar, cuffs & binding	1 1/8 35"
			apron	1 35"
4424	55, 58	one size	1	54"
4439	56	16	7/8	50"
4439	57	16	7/8	50"
4440	56	14	47/8	50"
4440	57	14	47/8	50"
			contrast	1 3/4 50"
8454	53	16	3 1/4	54"

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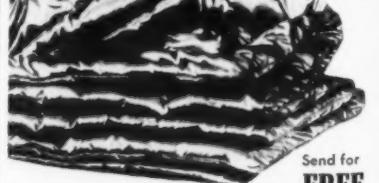
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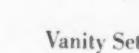
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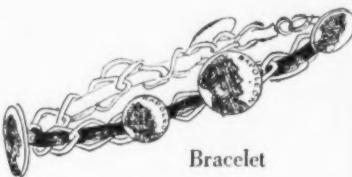
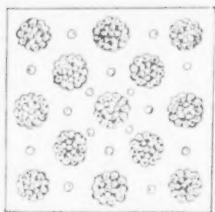
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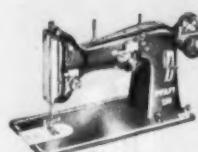
this is what they told me:

"Choose a sewing machine made by an old, reliable company which specializes in sewing machines."

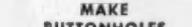
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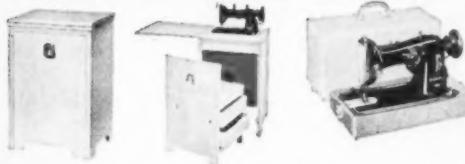
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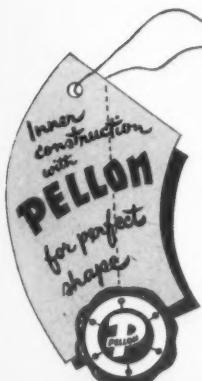
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"The Tailor Maid" Here's the exciting new button-front dress for Fall that requires Pellon interfacing at the collar and down the front panel.

Simplicity Pattern #4405



"The Little Box Suit" Holds its fashion-wise shape thanks to the Pellon interfacing indicated.

Simplicity Pattern #4370



"The Swing-a-round Skirt" A stand-out because it stands out. It will never droop if it's interfaced correctly with Pellon.

Simplicity Pattern #4321

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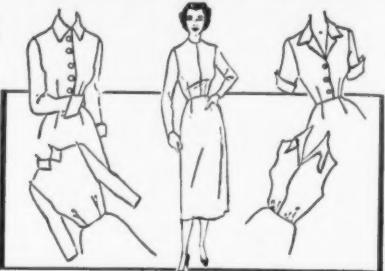
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*For Elsé "Exactly-Like-You" Pattern plus muslin model send \$2.50

Elsé BASIC PATTERN SERVICE

SUITE 905-S NEAVE BLDG., CINCINNATI 2, OHIO



A decollete blouse with a purchased 4" angora scallop knit band to circle neckline. 4216, 12-20, 35c.



Tailored blouse 4190, 11-18, 35c. takes on a new appearance with striped turtle-neck collar and cuff set.

Every woman who sews for herself or for her family

NEEDS the NEW



With MY DOUBLE, you are Seamstress and Model at the same time. Because MY DOUBLE is the one and only dress form that is molded in minutes—in your own home—to your exact figure proportions. Follows your figure changes through the years. Designed of sturdy Ferro-plast, it remains rigid as long as you desire—yet you can remodel it again and again for every member of your family. Stops costly fitting mistakes, gives your work that professional touch. Built with a conscience to last a lifetime and save you a fortune. If you sew, you can't afford NOT to have MY DOUBLE . . . the only figure-true and remodelable dress form. See it TODAY at better stores or send for free descriptive booklet.

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Please send me a free descriptive folder of MY DOUBLE.

Name _____
Address _____
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Fashion Magic

from a
designer's notebook!

A new Face!

Using a pillow with a flounce, make striped face to cover top of pillow. Cover Prims buttons (7/8" size) with original fabric, sew 1 1/2" apart around the circumference of pillow. Make 1" machine-made button holes on face, button on a fresh head-piece!



A new Look!

For 2 pairs of smart cafe curtains, cut washable striped fabric according to scalloped pattern, make 28 strips, 6" x 3 1/2", form into loop. Cover 28 Prims round buttons (7/8" size). Sew one to each loop, make 1" button holes in curtain. Slip loops over curtain rod, button curtains on... and happily unbutton for washing!

with COVER-YOUR-OWN BUTTONS & BUCKLES

No sewing, tools or paste needed with Prims. Just a simple "snip", "stretch", "click". 100% metal, rustproof. Can be re-covered.

25¢ a card in all sizes, styles, at notion counters everywhere. Slightly higher in Canada.



FREE: INSTRUCTIONS for quick change accessories. Send self-addressed stamped envelope (at least 3 1/2" x 6 1/2") to Dept. 110, WILLIAM PRYM, INC., DAYVILLE, CONN.

Knitted Trimmings



Wide turtle-neck band on paisley print blouse shown with overblouse. Both 4190, 11-18, 35c.



A 4" knit band replaces the waistband and a 1 1/2" band at the wrists of lumber jacket 4215, 12-20, 35c.



Cotton from Egypt



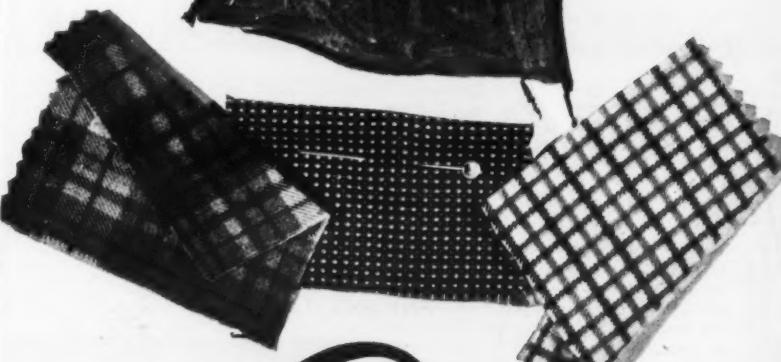
Wool from Australia



Swiss Craftsmanship



Simplicity Pattern
#4411—(blouse)
#4374—(skirt)



Lanella

So satisfying to make clothes of Lanella, the wonderful fabric blend imported from Switzerland! Guaranteed washable... Sanforized so it won't shrink more than 1%. Mothproof too. Soft as cashmere, comfortable for year-round wear. Not only for feminine fashions... Lanella is ideal for men's shirts, robes, children's clothes. At better stores, in colorful checks, tartans, plaids and plain colors. **Lanella Corporation, 185 Madison Ave., New York.**



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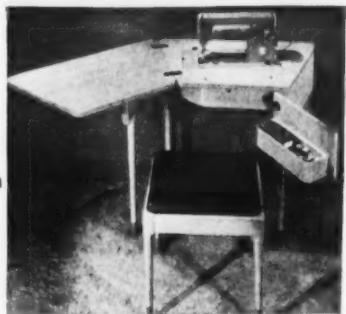
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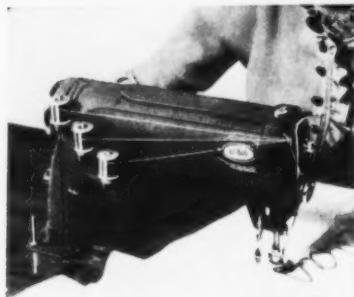
New Sewing Machines

Although Grandmother may have turned out wonders with her old treadle machine, today's homemaker has far more versatile means at her disposal. Great strides have been taken in recent years to make sewing machines easier to use and more adaptable to all sewing tasks. Here is a collection of some of the newest models which enjoy nationwide distribution. More information may be had by writing the manufacturers listed below.

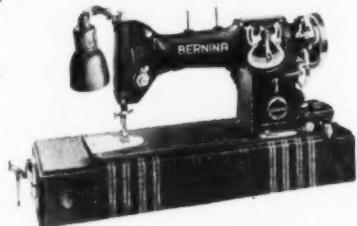
Singer's Slant Needle model designed to increase visibility. Available in black or beige finish, it may be removed from its cabinet and used as a portable; monograms and does other fancy stitches with slight adjustments and without attachments. Special stitch regulator, seam and hem guide, and speed control. New Spinet cabinet is designed for the best sewing posture. 149 Broadway, New York, New York.



The White "Sewmaster". All moving parts are concealed. With it come fourteen "Time Saver" attachments including hemmers, tucker, ruffler, binder, etc. The three spool arrangement is part of a built-in "Miracle Stitch" feature enabling you to darn, embroider, and monogram with ease. Portable and Cabinet models are available in an eye-saving green finish. White, 1050 Terminal Tower Bldg. Cleveland, Ohio.



The Bernina, another Swiss zig-zag machine, has a presser foot knee-lift enabling the operator to have both hands free at all times. It sews straight forward, reverse, and zig-zag; darns, braids, hems, embroiders, sews on buttons, buttonholes, and appliques; all without attachments. Special accordion stitch for sewing bias cut fabrics; calibrated stitch length. 29 W. 35th St., N. Y. C.



The Elna Supermatic features the Elnagraph which automatically guides the movement of the fabric and the needle (you can sew with two at a time) by means of a special cam for each kind of stitch. Embroiders, overcasts, hem-strokes, buttonholes, etc. without attachments; elastic stitch for jersey. The green carrying case of this portable opens into a worktable. Elna, 164 W. 25th St., N. Y., N. Y.



The Pfaff Dial-A-Stitch machine with complete rotary action to reduce wear and minimize vibration. A turn of the dial changes the stitch enabling you to darn, buttonhole, embroider, applique, blind stitch, as well as do straight and zig-zag sewing. Will sew a perfect circle. Portable and cabinet models available. Rector Co., 820 Greenwich St., N. Y., N. Y.



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City Zone State

New Sewing Machines

Here is a collection of some of the newest models which enjoy nationwide distribution. More information may be had by writing the manufacturers listed below.



The Necchi machine, winner of last year's Versatility in Design contest, zig-zags, embroiders, buttonholes, sews on buttons, hems etc. automatically and without attachments. Standard parts are interchangeable with those of other makes. A calibrated presser foot enables you to sew sheers or leather with equal ease. Self-releasing bobbin winder. Easily cleaned and maintained. Necchi, 164 West 25th St., N. Y., N. Y.

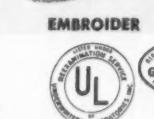
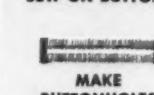


The Viking Zig-Zag has built-in dual tension for two-needle sewing and a Knee-matic control leaving both hands free. Sews zig-zag, forward and reverse, embroiders, cords, buttonholes etc. without attachments. Gear-driven rotary mechanism, green-crinkle finish, no glare head to eliminate eye-strain. Viking, 1115 B'way, N. Y., N. Y.

Continued on page 79



knee-matic stitch control



Made by
HUSQVARNA of SWEDEN

There's easy sewing ahead when you own a Viking Zig-Zag! Viking's fabulous new Knee-Matic Stitch Control ends switch-snapping and dial-doodling automatically!

Now you can switch from straight sewing to zig-zag and regulate the width of your zig-zag stitch . . . all by slight pressure of your knee! Both hands are free to guide the fabric!

And only Viking Zig-Zag

offers you all these amazing exclusive features!

- Instant Finger-Tip Push-Button Reverse—Sew backward or forward by merely touching a button . . . no levers, no fuss!
- World's Widest Zig-Zag Stitch — Full $\frac{1}{4}$ inch! Perfect for largest buttons and fanciest embroidery! Longest straight stitch, too!
- Adjustable Two-Needle Sewing—Adjustable width between needles . . . sew with two different colored threads at the same time!
- Full Rotary All-Helical Gear-Driven Mechanism—Gives you smooth, silent, perfect sewing!

ideal for dressmakers and tailors because Viking is especially manufactured for long, continuous hours of high speed sewing!

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Please send me your fact-packed VIKING Zig-Zag booklet today! No obligation, of course!

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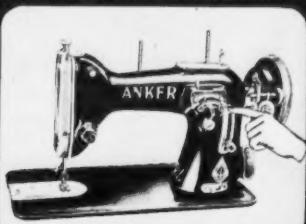


it's PERFORMANCE
that counts!!

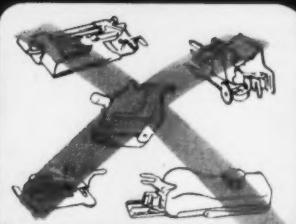
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So easy to get those professional touches with ANKER'S built-in STITCH-O-METER, even a beginner can dial and sew; buttonholes, sew on buttons, embroidery, appliques, monograms, overcasting, blindstitching and many other stitches fine or fancy.

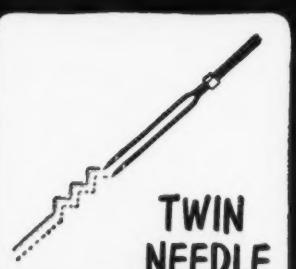


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WITHOUT ATTACHMENTS



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Another Anker Exclusive — multicolor 2 needle sewing without any mechanical change.



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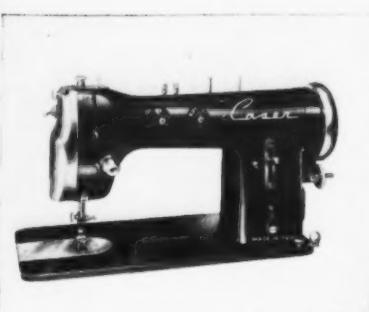
For FREE booklet "MIRACLE IN SEWING" write to Dept. SP-1

ANKER CORPORATION of AMERICA
172 WEST 19TH ST., NEW YORK, N. Y.

IN CANADA: Anker Corporation of Canada, Ltd.
6 TERAULEY ST., TORONTO 1, ONTARIO

New Sewing Machines

Continued from page 77



The *Caser* sews with two needles as easily as one. Built-in light illuminates working area only, eliminates burns. Concealed wiring prevents "shorts". The machine straight stitches, zig-zags, embroiders, button-holes, and sews on buttons, all without attachment. Drop feed for patching, mending, and darning. Available in a variety of cabinet models, it carries a lifetime guarantee. 19 West 265th St., N. Y., N. Y.



Domestic's new machine in a standard kitchen cabinet, available in several colors. Rotary action, forward and reverse control, built-in light, darning without attachments, automatic bobbin-winder, stitch-length regulator, tension dial, concealed hand wheel, full point needle clamp, lifetime guarantee. Write: 11720 Berea Rd., Lakewood, Ohio.

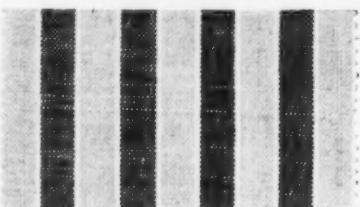
These, then are the new machines. See them, try them; buy the best machine for your home, your dress-making needs.

SEW AT FOR THE FAMILY . . . with Grant's Ginghams

IMPORTED ENGLISH COMBED COTTON WEAVES



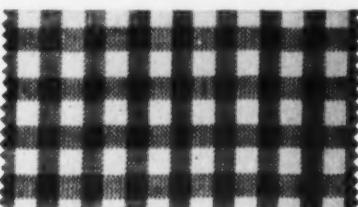
• JUMBO CHECKS . . . inch size checks in darkish, perfect Fall colors. Wonderful in sport shirts and children's dresses.



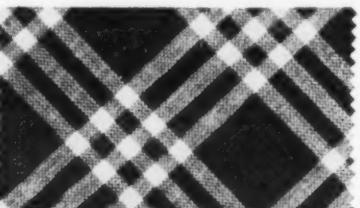
• SHIRTING STRIPES . . . neat, clean, smart, two-tone pastel stripes with white corded edge . . . for your best tailored creations!



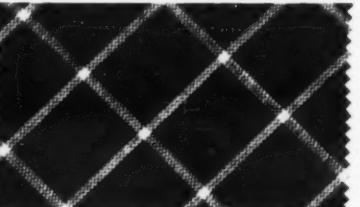
• DOBBY CHECKS . . . dark grounds, brown, scarlet, navy, delft, gray; crossed with nubby white and contrast threads.



• TRADITIONAL CHECKS . . . every size, from the tiniest to the big "table cloth" size, in a range of nine wonderful colors.



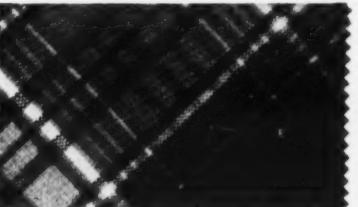
• DOROTHY COX . . . exclusive designs by this famous fashion designer who "paints" with cotton and achieves unique results.



• WINDOWPANE CHECKS . . . so easy to use. Desirable, darkish, Fall grounds . . . black, gray, navy, brown, crossed with white.



• TATTERSALL CHECKS . . . a classic favorite, perfect for blouses, children's dresses, men's shirts, pajamas, etc.



• CLAN PLAIDS . . . you name them, we have them; authentic tartans in dark, bright, or light schemes, big patterns, or little.

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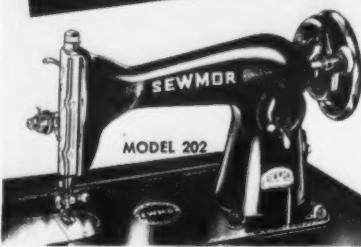
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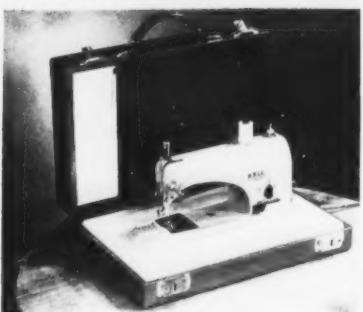
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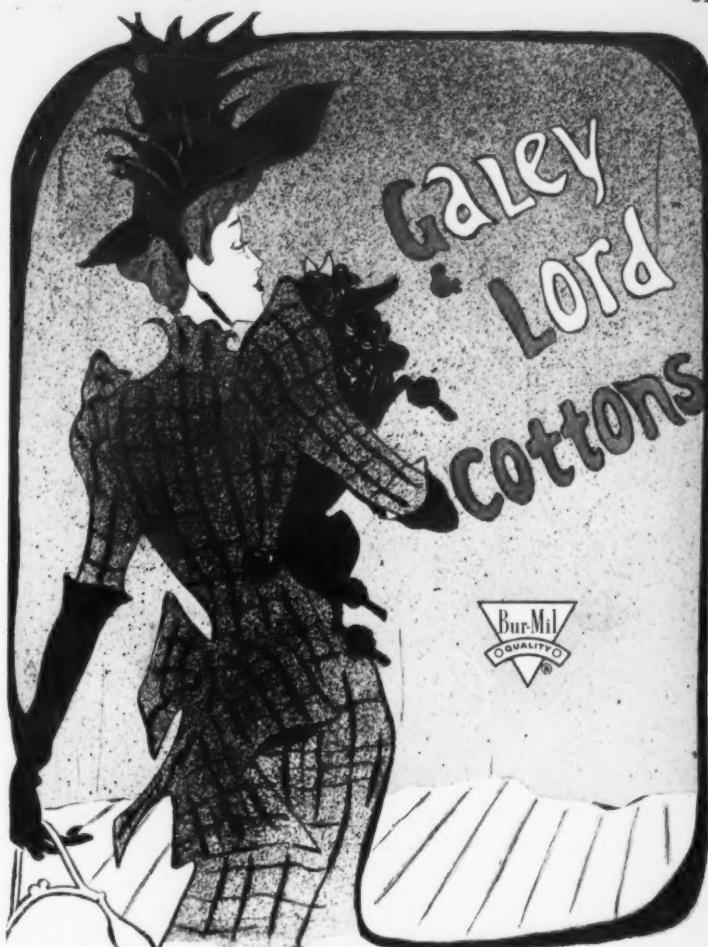
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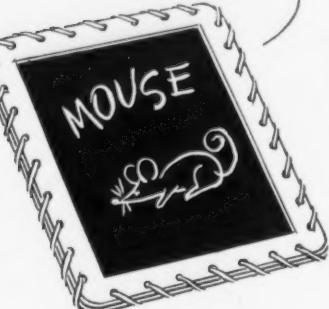
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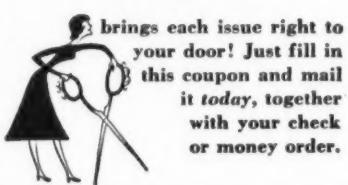
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